NOVEMBER 13, 1950

BROADCASTING TELECASTING

DETROIT PUBLIC LIBRARY
TECHNOLOGY DEPT
5 PUTNAM DR
DETROIT 2 MICH

PUBLIC LIBRARY
NOV 14 1950
DETROIT

IN THIS ISSUE:

...ions May Presage ...clusive Session
Page 19

...ew Values, Rates ...and Upward
Page 19

...NARBA Agreement ...Under CCBS Fire
Page 21

...ion Coverage Hits ...New Heights
Page 23

...TELECASTING ...Starts on Page 59

20TH
The Newsweekly of Radio and Television.
year

...$10 Annually ...Craft weekly

IN SAN FRANCISCO

They all turn up for this party

The whole town's listening in when KCBS airs "Party at the Palace." Proof? It's one of the Top Ten local daytime shows *after just six months on the air.** San Francisco's *only* daytime live-audience show, "Party" features KCBS stars Bill Weaver, Ellen Connor, Clarence Cassell, Ray Hackett's orchestra and guest celebrities. It's a big, breezy reason why KCBS has the town's highest average ratings†...is *first* in San Francisco radio. Meet *your* customers at KCBS' "Party." You're invited to get the details today. *R.S.V.P.*

Now 5,000 watts—soon 50,000 watts **KCBS**
Represented by Radio Sales • 740 kc • Columbia Owned

*Pulse, July-Aug. 1950 †Pulse, Jan.-Aug. 1950

XUM

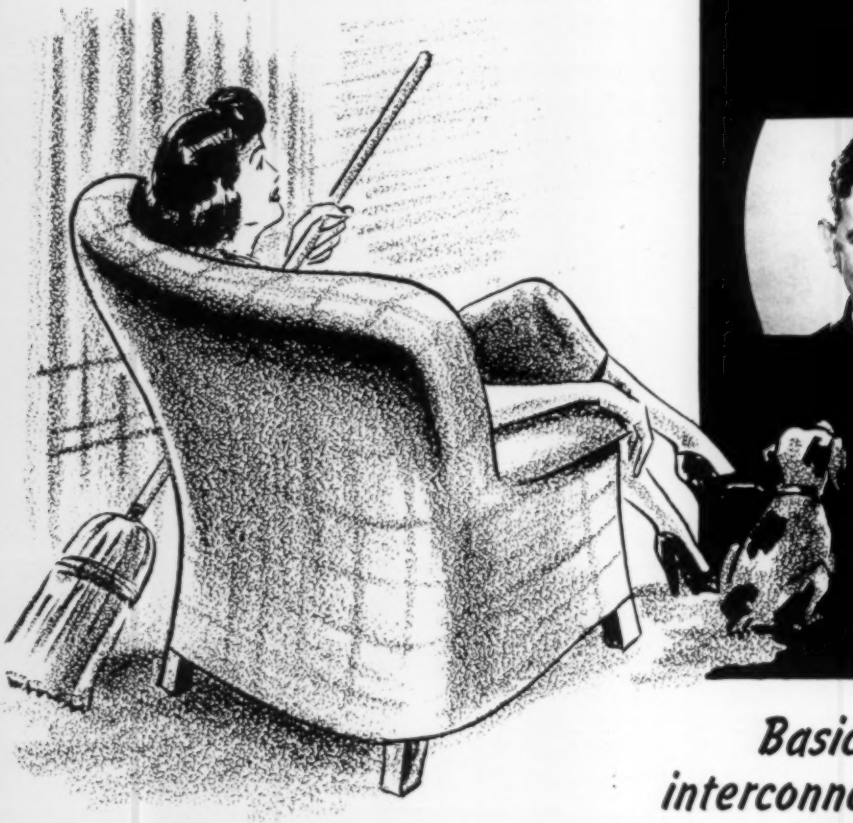
Look at

TELEVISION IN THE *WHAS* TRADITION:

Her time for relaxing is Your time for selling!

There's nothing we won't do for our women down Kentucky way. That's why so many lovely women have television sets—and time to watch 'em—during the afternoon.

We suggest you check your Petry man *now* for afternoon availabilities . . . adjacencies to top rated CBS-TV shows or participations in Louisville's favorite local television programs.



WHAS-TV Programming for a typical AFTERNOON

Basic CBS interconnected Affiliate

WHAS-TV
Louisville, Kentucky

Serving a market of more than 60,000 television homes

VICTOR A. SHOLIS, *Director*
NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

MANPOWER WITH PROVEN EXPERIENCE

Manager Television Division
Printers Ink Publications 4 Years
Headley-Reed Company 11 Years

HEADLEY-REED COMPANY

Radio and Television Station Representatives

NEW YORK · CHICAGO · DETROIT · ATLANTA · SAN FRANCISCO · HOLLYWOOD · NEW ORLEANS

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

Closed Circuit

PRESIDENT H. Leslie Hoffman of Hoffman Radio Corp. hasn't by any means abandoned hope of acquiring Don Lee Broadcasting System, despite court acceptance of $12,320,000 offer of General Tire & Rubber Co. over Hoffman group's $11,200,000 bid [BROADCASTING, Oct. 23, 30]. Questioning whether FCC will approve transfer to General Tire, he conferred with FCC authorities last week, reiterated his group's offer still stands if General Tire plan (due for filing shortly) doesn't win FCC blessing.

THOSE reports of negotiations for purchase of ABC by United Paramount Theatres [CLOSED CIRCUIT, Oct. 30] beginning to get authoritative but unofficial confirmations, despite continued official disclaimers. One report ties CBS in on parlay deal as possible purchaser of ABC's WENR-TV Chicago if sale goes through, since Theatres already owns WBKB (TV) there.

STRONG possibility that John Herbert, one-time Hearst executive and now assistant to NBC president, will be appointed chief of NBC radio network sales, replacing Harry C. Kopf, who will move to Chicago as NBC vice president in charge of Midwestern Division. Move hinges on I. E. (Chick) Showerman, now NBC midwestern vice president, accepting transfer to San Francisco as general manager of NBC's owned and operated KNBC.

AT LEAST ONE network regional station in a television market is planning to raise rate structure as of Dec. 1.

LONG-RANGE plan to build up NAB's legislative activity may point to registration of William B. Ryan, general manager, as lobbyist. Development of state and local broadcaster contacts with legislators also envisioned.

ADVERSE effect of widespread big-league radio re-creations on minor league baseball attendance to be shown in 1950 sports survey by Jerry Jordan, famed young researcher whose work is most extensive in athletic field. New findings due within week.

WASHINGTON observers who watched World War II unfold, see in recent developments precise pattern insofar as mobilization, manpower and economics are concerned. They're advising privately that advantage should be taken of harsh lessons learned during last emergency.

MAJOR network ready to announce large national sponsor will buy FM as well as AM coverage in one metropolitan market.

GAME OF HIDE and seek on Phonevision continued last week. Latest report was that Zenith has commitments on Class A pictures from 20th Century-Fox and Warners, provided Paramount goes along. Meanwhile, Zenith is seeking its third postponement to Dec. 1 on Chicago "pay as you look" TV experiment.

ODDS ARE in favor of abandonment of excess profits tax and stepping up of corporate levies to possibly 60%, according to informed Con-

(Continued on page 90)

Upcoming

Nov. 13-14: American Public Relations Assn., Willard Hotel, Washington.
Nov. 14-16: Radio-Television Mfrs. Assn. conference, Waldorf-Astoria, New York.
Nov. 15: House Ways & Means Committee hearing on excess profits tax begins, New House Office Bldg., Washington
Nov. 15-17: NAB Board, NAB Hdqrs., Washington.

(Other Upcomings on Page 55)

Bulletins

PONTIAC MOTOR Corp., General Motors division, working on radio and television spot campaign to introduce latest models. Agency, MacManus, John & Adams, Detroit.

ALLIS CHALMERS Mfg. Co., Milwaukee, will sponsor special full-hour TV version of its *National Farm & Home Hour* to telecast International Livestock Exposition over NBC interconnected network, Nov. 28, 3-4 p.m. Agency, Bert S. Gittins Adv., Milwaukee.

NAB DISTRICT 5 MEMBERS GET TIPS ON SELLING

PROPOSED million-dollar fund for Broadcast Advertising Bureau perhaps not enough to spend on sales promotion for half-billion dollar industry but it will have to do for time being, Edgar Kobak, WTWA Thomson, Ga., NAB director-at-large and member of board's BAB Committee, told NAB District 5 Friday (early story page 24).

Selection of top-flight executive to head BAB urged by Mr. Kobak. He said BAB will make NAB stronger. Discussing station selling, he said, "Think big, sell big, sell constantly." Don't take clients for granted, he warned, urging stations to call on them regularly for ideas. He cited instances where neglect of clients by broadcasters had influenced shift to other media.

Resolutions adopted Friday afternoon proposed NAB hold series of clinics on continuity writing; endorsed BAB expansion plan; voiced confidence in NAB President Justin Miller and headquarters officials; advocated showing of slide film depicting NAB functions at state broadcaster meetings; commended speakers who took part in meeting.

Two more stations joined NAB Friday—WMLT Dublin, Ga., and WBHF Cartersville, Ga. Four others joined Thursday.

Members of Resolutions Committee were W. Wright Esch, WMFJ Daytona Beach, Fla.; Bert Benk WTBC Tuscaloosa, Ala.; Ray Rington, WRDW Augusta, Ga. Receptions held during two-day meeting by WAGA Atlanta and General Manager James E. Bailey; Lille, Neal & Battle, large Atlanta agency, and Associated Program Service.

Registered attendance of 104 at meeting set alltime District 5 record, according to Allen Woodall, WDAK Columbus, district director.

Lee Hart, BAB assistant director, presented orchid Friday by District 5 because she is only NAB-BAB executive to make all 17 district meetings.

Business Briefly

SCHAFER BUYING ● F. & M. Schaf Brewing Co., Brooklyn, buying spot radio a nouncement campaign in 22 markets, starti in November. Agency, BBDO, New York.

STERLING AGENCY ● Sterling Films In New York, names Gross-Evans Assoc., Ne York, to handle advertising, publicity and pu lic relations.

NORTON DEFENDED; STRATOVISION REVIEWED

"NOTHING has been shown in any way whic impairs the qualifications" of K. A. Norton National Bureau of Standards radio propaga tion authority, commented FCC Counsel Harr Plotkin Friday summarizing interrogation o Mr. Norton by Paul A. deMars, consulting engineer (see early story page 62). Mr deMars challenged Mr. Norton's qualification as wave propagation expert in view of alleged past errors.

Most of Friday was devoted to detailed Westinghouse reports on Stratovision and UHF tests with Walter Evans, Westinghouse Radio Stations president, and Ralph Harmon, engineering executive, appearing. Mr. Evans said his firm did not take position on Stratovision but merely reported facts for FCC. He termed it has been proved technically sound and considered economic problems "not insurmountable." He saw it usable only in UHF as practical matter but explained it could work as well in VHF.

Mr. Harmon called for flexible allocation rules for "realistic treatment" of presently known variables such as terrain, power, antenna height, irregular spacing of cities and irregular shaping of metropolitan areas. His report on Fort Wayne, Ind., UHF test on 508 mc was considered very encouraging. Pittsburgh report indicated UHF would have trouble there because of severe terrain.

Raymond Wilmotte, consulting engineer who proposes Polycasting technique [TELECASTING, Dec. 6, 1948], urged FCC to set flexible standards and permit engineering freedom. He said natural facts must not be subverted to arbitrary rules.

All direct testimony on general issues completed except on reservation of educational channels. Cross examination begins Thursday.

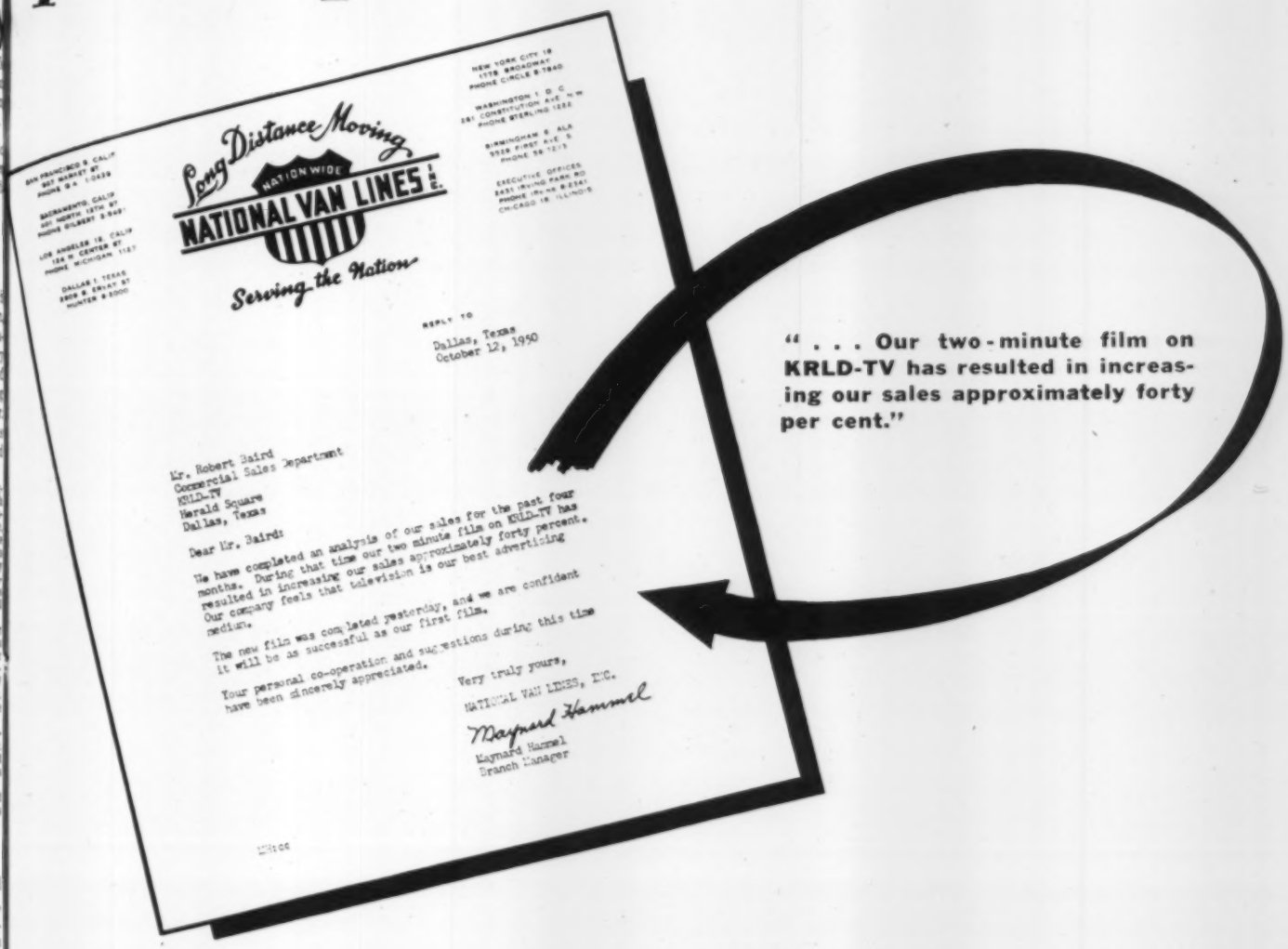
ED ZIMMERMAN RESIGNS

G. E. (Ed) ZIMMERMAN, vice president and general manager of KARK Little Rock, Ark., since 1936, resigned Friday, according to Col. T. H. Barton, president. Mr. Zimmerman, in radio since 1933, resigned due to ill health. He plans to stay at Little Rock home. T. K. Barton, 43, son of Col. Barton, with KARK in executive capacity last two years, succeeds Mr. Zimmerman.

POLITICIAN FILES SUIT

LIBEL suit for $1 million in damages and criminal indictment under Illinois radio libel law brought Friday by State Sen. William J. Connors in Chicago Superior Court against Commentator Robert Montgomery, ABC and Lee Hats, sponsor of Montgomery show, for statements about Mr. Connors aired Oct. 26. Co-defendant is Marjorie Letts, Mr. Connors rival for State Senatorial post which he won, who is alleged to have given information to Mr. Montgomery. Commentator charged with calling Mr. Connors, father of Chicago TV star Dorsey Connors, "Democratic kingpin and a power-drunk tyrant" and blaming him "for crime and corruption on Chicago's near North Side." Mr. Connors also seeks criminal indictment, provision for which is in state's libel law covering statements made on radio programs.

the proof piles up...


Long Distance Moving
NATION-WIDE
NATIONAL VAN LINES INC.
Serving the Nation
REPLY TO
Dallas, Texas
October 12, 1950
Mr. Robert Baird
Commercial Sales Department
KRLD-TV
Herald Square
Dallas, Texas
Dear Mr. Baird:
We have completed an analysis of our sales for the past four months. During that time our two minute film on KRLD-TV has resulted in increasing our sales approximately forty percent. Our company feels that television is our best advertising medium.
The new film was completed yesterday, and we are confident it will be as successful as our first film.
Your personal co-operation and suggestions during this time have been sincerely appreciated.
Very truly yours,
NATIONAL VAN LINES, INC.
Maynard Hammel
Maynard Hammel
Branch Manager

" . . . Our two-minute film on KRLD-TV has resulted in increasing our sales approximately forty per cent."

Owners and Operators of

KRLD
50,000 WATTS FULL TIME

CBS Station for
Dallas-Fort Worth

This is why

KRLD-TV
Channel 4

is your best buy

Now 80,000 TV Sets in KRLD-TV's Primary Coverage Area

The TIMES HERALD *Station*
The BRANHAM COMPANY—Exclusive Representatives

THE LARGEST TELEVISION MARKET SOUTH OF ST. LOUIS, EAST OF LOS ANGELES

the case of the missing tv set*

***in 8,071,430 Keystone homes . . .**

• There's really no mystery about the 8,071,430 Keystone radio families. They comprise the tremendous small town and rural market beyond the satisfactory metropolitan television influence . . . and KBS is the ONLY established and growing Transcripton Network covering small town and rural areas exclusively. Write now for further details.

KBS

KEYSTONE BROADCASTING SYSTEM, INC.

580 FIFTH AVE., NEW YORK • 134 N. LaSALLE ST., CHICAGO

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc

Executive, Editorial, Advertising and Circulation Offices

870 National Press Bldg.

Washington 4, D. C. **Telephone ME 1022**

IN THIS BROADCASTING . . .

GOP Gains May Presage Radio-TV Reforms..... 19
Radio Rate Hike Seen at Dist. 4..... 19
CCBS Hits Tentative NARBA Agreement..... 21
Radio-TV Chart Excess Tax Defense..... 21
In Review—Metropolitan Opera; 'The Big Show'.. 22
Radio-TV Get Big Slice of Campaign Money..... 23
Blanket Election Provided by Radio-TV..... 23
NPA Revisions Seen 24
NAB Board Talks Include Reorganization..... 25
Stolzoff Covers Rates at MAB Meet..... 25
Metropolitan Growth Detailed by Census Bureau.. 28
WTUX Asks FCC Reconsideration 83

TELECASTING starts on Page 59

DEPARTMENTS

Agency Beat	12	On All Acounts	12
Aircasters	54	On Dotted Line	35
Allied Arts	56	Open Mike	87
Editorial	48	Our Respects to	48
FCC Actions	78	Programs, Promotions,	
Feature of Week	16	Premiums	72
Front Office	52	Strictly Business	16
New Business	10	Upcoming	55

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Wilson D. McCarthy, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Jean D. Statz, Keith Trantow; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadt, Doris Orme, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Elaine Haskell, Grace Motta, Lillian Oliver, Allen Riley, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22. *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1. *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28. *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

November 9, 1950

To the PRESS and RADIO:

Subject: RAILROADS ARE INCREASING THEIR CAPACITY

The railroad industry throughout last year and well into 1950 had large and continuing surpluses of freight cars of most types.

From the close of World War II through 1949, the railroads had added more than 300,000 freight cars to their fleet at a cost of $1,500,000,000. These and other improvements to the railroad plant since the end of the war were made at an expenditure of more than $4,750,000,000.

While these improvements were being made, railroad earnings had been declining until in 1949 the return on net investment averaged less than 3 per cent. This was due to rising operating costs and reduced traffic. Compared with 1948, for example, freight traffic in 1949 declined 17.5 per cent.

In view of this combination of low earnings and a surplus of freight cars, it was natural that old freight cars were scrapped faster than new ones were built, and an increasing number of cars were held out of service awaiting repairs.

This was the situation when our great national defense effort began and transportation demand started its rapid rise. To meet rising transportation requirements, the railroads moved energetically to increase the supply of freight cars, and as a first step in that direction, they have ordered 110,000 new cars at a cost of more than $500,000,000.

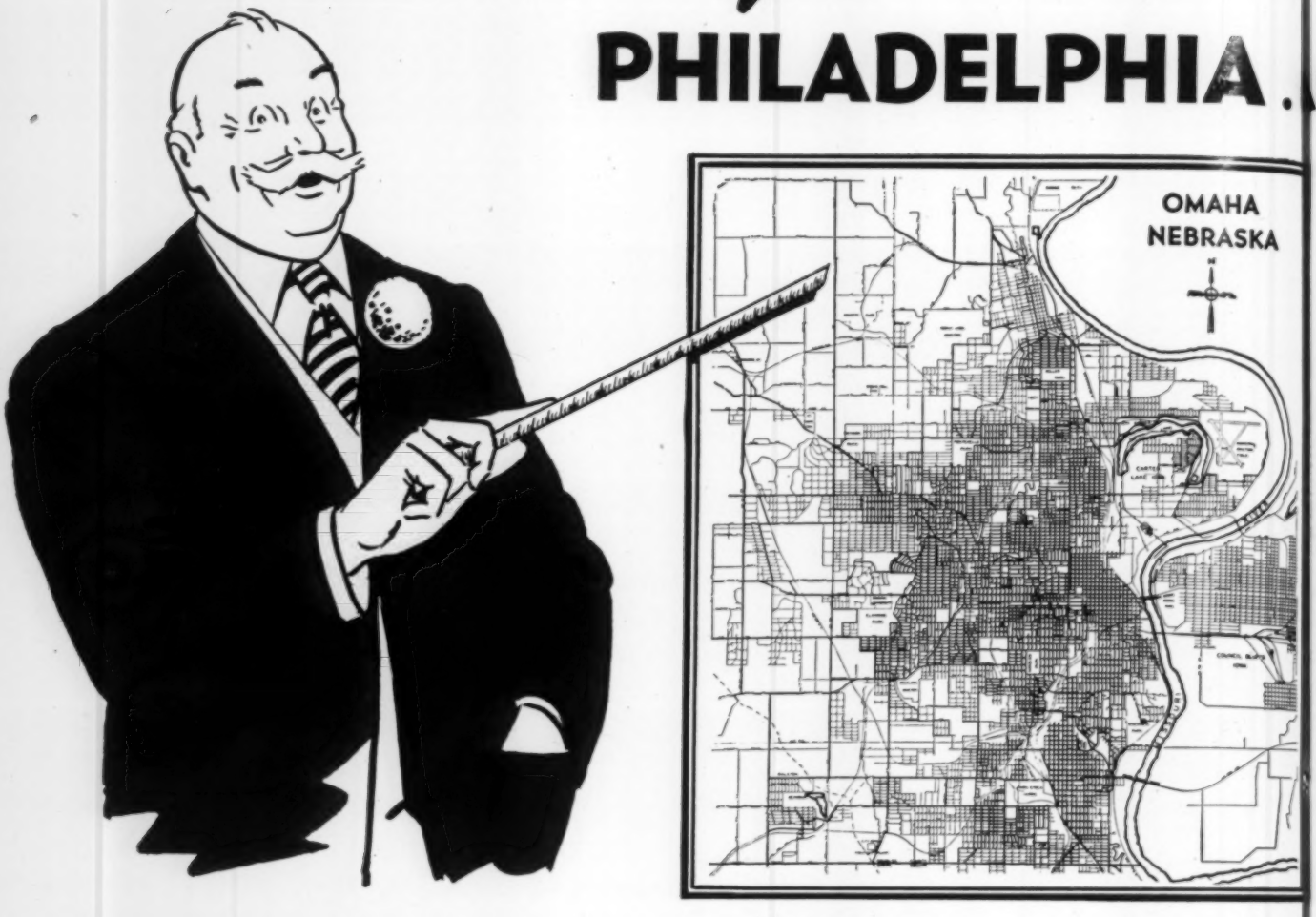
The most immediate step taken, however, was an accelerated program of car repair and rebuilding. In February, when there was a surplus of more than 200,000 cars, the number of cars awaiting repair was 140,000. This was reduced to 123,000 by August 1, and on October 1 the number of cars awaiting repair was down to 102,000, or less than 6 per cent of the total ownership. This number is being further reduced by the expansion of railroad shop forces and extension of shop working time.

In these and many other ways, the railroads are improving their plant and expanding their capacity to provide the kind of transportation service which is so essential to the economic well-being and the military strength of the nation.

Sincerely yours,

William T. Faricy

How Well Do You Know PHILADELPHIA



No matter how much you travel, you of course can't *know* every market listed at the right. But Colonel F&P *does*. Month in, month out, every one of us spends a considerable part of his time in studying these areas — probably knows *more* about them than many a native son!

The result? We can give you the actual home-town story on any of them. We can analyze them for your own particular purposes, and probably come up with some mighty helpful suggestions. How about it?

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

...ND LOUISVILLE . . . AND OMAHA?

EAST, SOUTHEAST			
WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
. . . . .			
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000
MIDWEST, SOUTHWEST			
WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
. . . . .			
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000
MOUNTAIN AND WEST			
KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

No WRONG Numbers on This Show
Aimed RIGHT at Alert Housewives!

TuneTest

● The "line" that jovial Jack Alexander uses, makes New Orleans housewives forget their work. They listen every afternoon to 25 minutes of well-known tunes... and wait for his phone call in order to identify the songs. Wonderful prizes await alert listeners. And wonderful results await alert sponsors.

● Write, wire or phone your JOHN BLAIR Man!

AM TV FM
WDSU
NEW ORLEANS

new business

BLOCK DRUG Co., N. Y. (Poli-Grip), starting daytime one-minute sp campaign using 13 markets in November. Agency: Cecil & Presbr N. Y.

GRAPETTE Co., Camden, Ark., names Henri, Hurst & McDonald, C cago, to handle advertising for its soft drink effective Jan. 1, 19 Agency making preliminary plans now. Yearly ad budget estimated $1½ million. Radio has been used. **Walter Stuckslager**, account exec tive.

RITEPOINT Co., St. Louis (lighters), to sponsor one-minute film spo on 55 stations in 37 markets from Nov. 12-Dec. 22. Agency: Oli Advertising, St. Louis.

EVERSHARP Inc., N. Y., launches Christmas campaign late this mont for Desk-Pac, combined desk and pocket writing set, using TV spots nine markets. Agency: Biow Co., N. Y.

DELAWARE MUSHROOM COOPERATIVE Assn., Wilmington, name Weightman Inc., Phila., to handle advertising and merchandising for i First State mushrooms and First State mushroom gravy. Regional T will be used.

LADY'S CHOICE FOODS, L. A. (Hopalong Cassidy James, grocer products), appoints Walter McCreery Inc., Beverly Hills, for radio-T spot campaign planned in 11 western states. First spots to get underwa on KFRC San Francisco Nov. 27; others start Jan. 1. Account executiv is **Jere Bayard.**

SUCHARD CANADA Ltd., Toronto (candy) starts spot announcements o number of major market Canadian stations. Agency: McConnell, East man Co., Toronto.

THE CHATTANOOGA Medicine Co., Chattanooga, Tenn., effective Jan. 1 1951, appoints Harry B. Cohen Adv., N. Y., to handle all advertisin for Black-Draught laxative products. Agency appointed after successfu test of new copy and media plans using spot radio and newspapers. Bot media will continue to be used in greatly expanded list of cities.

REED PRODUCTS Co., St. Louis (manufacturing chemists), appoint Dorrance-Waddell Inc., N. Y., to handle advertising of Corbex Tablets Spot radio planned.

ZION INDUSTRIES, Zion, Ill. (fig bars, candy), using TV participation in Chicago. More television, as well as radio, is planned. Agency: BBDO Chicago. **George Vonderlin**, account executive.

FELD-O-CAP, S. F. (tire recapping), appoints Bernard B. Schnitze Inc., S. F. Radio will be usd.

MAWSON De MANY FORBES, Philadelphia (Furs), appoints Franklin & Gladney Inc., N. Y. for TV promotion. **Norman Gladney** account ex ecutive.

CALIFORNIA TURKEY Sales Committee and **California Turkey Grow ers Assn.** appoint Walker, Jackson & McClure, S. F. Radio and TV will be used.

Network Accounts . . .

LUDEN'S Inc. (cough drops and candy bars) to sponsor 15-minute seg ment of *Meet Frank Sinatra*, Sun., 5:15-5:30 p.m. over CBS starting Nov. 26. Agency: J. M. Mathes Inc.

LUTHERAN LAYMEN LEAGUE to sponsor six separate half-hour hol day programs over ABC-TV, beginning Thanksgiving Day, Nov. 23, and including Christmas Day, Easter Sunday and New Year's Day. Thanks giving program scheduled 3:30-4 p.m. Agency: Gotham Adv. Inc., N. Y.

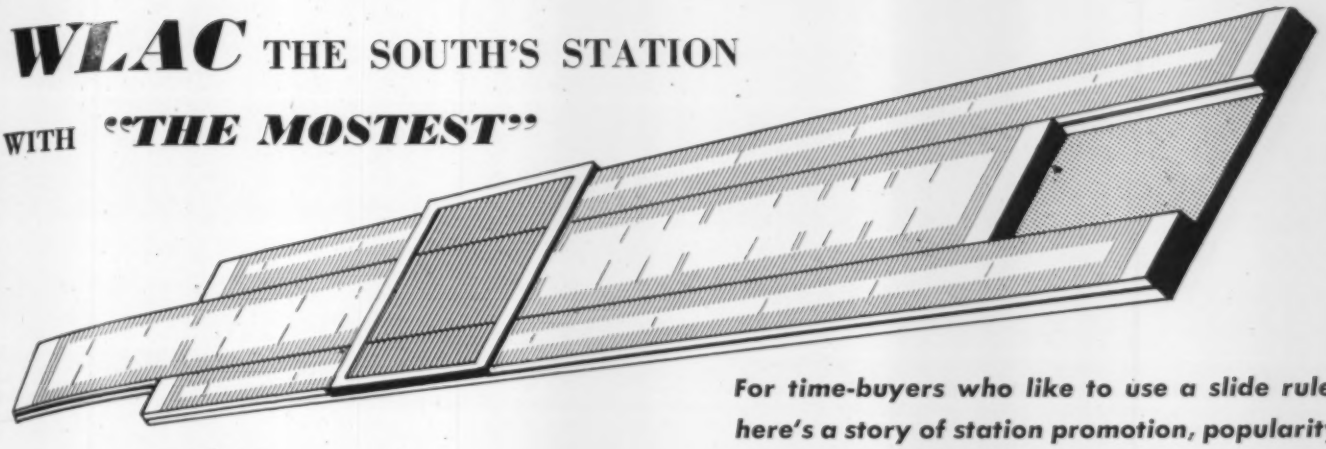
PABST SALES Co., Chicago (Blue Ribbon Beer), to sponsor simulcast of Joe Louis-Cesar Brion fight from Chicago Stadium Nov. 29 on CBS and CBS-TV, 9 p.m. CST. Agency: Warwick & Legler, N. Y.

VOICE OF PROPHECY Inc., Washington, to sponsor *Faith for Today*

(Continued on page 56)

WLAC THE SOUTH'S STATION

WITH "THE MOSTEST"



For time-buyers who like to use a slide rule, here's a story of station promotion, popularity and pulling power that will line up!

IN NASHVILLE:

FALL AND WINTER '49-'50 Hooperatings showed WLAC leading the field, morning and night. Late night (10:30-12:00) showed WLAC with more listeners than all other stations combined.

Our Fall Promotion

Our fall promotion will cause these ratings to forge further ahead in '50-'51.

Some form of program-promotion will reach every radio owner in WLAC's home county.

RADIO: Dozens of announcements, concentrating on the theme, "The Stars' Address is CBS."

DIRECT MAIL: 60,597 printed program schedules mailed—one to every telephone subscriber in home county.

NEWSPAPERS: Column after column of display advertising carried in both Nashville newspapers.

BUS CARDS: City busses transporting 5 million fares per month are displaying WLAC bus cards.

OUTDOOR: A city-wide billboard display is reminding listeners that "Again this Fall —WLAC Has Them All."

STARS - PROGRAMS

ON THE NETWORK: This fall WLAC's program schedule will feature more of radio's greatest stars. Lowell Thomas, Beulah, Jack Smith, Frank Sinatra and Ralph Edwards are among those added.

Staff Artists

OUR GREAT STAFF of local personalities continues to grow in popularity.

GENE NOBLES, the disc-jockey genius whose nightly show has made Randy's Record Shop the largest mail order record dealer in the world.

"BIG JEFF," whose Hadacol shows keep the demand ahead of the supply.

MARY MANNING, whose "Woman's World" is the only Nashville show built strictly for women.

YOUR ESSO REPORTER, whose 12 years of reporting "News while it's news" keeps him out front in the field.

PAUL OLIPHANT, whose "Garden Gate," CBS feed makes people from coast-to-coast "WLAC-Conscious."

THESE and dozens of others work together to make WLAC one of the strongest factors in the success of Southern radio.

IN THE SOUTH

COVERAGE: BMB gives WLAC a tune-in count in 317 counties in 12 Southern states.

State	Number of Counties
Alabama	35
Arkansas	2
Florida	18
Georgia	70
Kentucky	45
Louisiana	13
Mississippi	34
North Carolina	14
South Carolina	8
Tennessee	67
Virginia	7
West Virginia	4
	317

BETWEEN 1946 AND 1949 WLAC showed an audience-gain of 95% at night, 46% in daytime.

NO TECHNICAL changes . . . this increase has been brought about by a fabulous improvement in programming.

MAIL COUNT: WLAC probably received more mail in '49 than any other Southern station . . .

832,773 Pieces

80% OF THIS MAIL came from Southern States where WLAC's SALES power is concentrated.

AMONG OTHER ITEMS, this mail contained orders for more than 3 million baby chicks!

ALL THIS . . . is what you are buying when you place your schedule on

"THE NASHVILLE STATION WITH SALES POWER"

• 50,000 WATTS • • • WLAC

REPRESENTED BY THE PAUL H. RAYMER COMPANY

america's top sports event

"BOXING *at its* BEST"

"TOP FIGHTS EACH WEEK"

"The Fight of the Week"

Available to stations for local sponsorship The Fight of the Week is delivered live to your board direct from ringside at a nominal all-inclusive cost of only $32.50 per broadcast *your total cost.* And is offered on a first-come first-served basis to only one station in each city.

HERE'S WHAT YOU GET

11 spots in the fight for local sponsorship, broadcast rights—lines to your board-announcers, engineers, production, cue sheets, boxing information.

Now Broadcasting in the Following States

DELAWARE	MASSACHUSETTS	NEW YORK
DIST. OF COLUMBIA	MAINE	OHIO
ILLINOIS	MARYLAND	PENNSYLVANIA
INDIANA	MICHIGAN	RHODE ISLAND
KENTUCKY	NEW HAMPSHIRE	VIRGINIA
	NEW JERSEY	WEST VIRGINIA

TOP RATINGS

HERE'S WHAT STATIONS ARE SAYING

WFCB—Dunkirk, N. Y.—*"Our People are well satisfied with it . . . an overwhelming success"*

WRNL—Richmond, Va.—*"Response to the fights has been most gratifying"*

WSAZ—Huntington, W. Va.—*"Have had considerable favorable comment"*

WHDL—Olean, N. Y.—*"Has been received with open arms"*

WEBR—Buffalo, N. Y.—*"We and our sponsors are very happy"*

WJTN—Jamestown, N.Y.—*"We get a rating of 17.1"*

FOR THE TOPS IN SPORTS
get the "FIGHT of the WEEK"
every Monday night at 10 P.M. E. S. T.
• For Further Information or Local Option Phone, Write or Wire . . . .

SPORTS BROADCAST NETWORK

2212 WALNUT ST., PHILADELPHIA 3, PA. LOcust 4-4383

agency

ROBERT S. CONGDON, vice president, director and group head Cann-Erickson, to Ward Wheelock Co., Phila., as vice presid and account executive.

FRANKLIN, BERTIN & TRAGERMAN Inc., N. Y., changes name Franklin & Gladney Inc. DOLPH FRANKLIN will supervise gene trade and consumer accounts. NORMAN GLADNEY specializes in depa ment store and retail TV promotions and will supervise present accou in New York, Chicago, Philadelphia, Baltimore and Pittsburgh.

NORMAN HALL, public relations director Oklahoma City Safety Co cil, to Erwin, Wasey & Co., Oklahoma City, as account executive.

DICK KNOX, Tide Water Associated Oil Co., S. F., to Wank & Wa Adv., S. F., as production manager.

TED SLADE, NBC New York, to Umland & Co., S. F., as account ex tive.

CHARLES B. RUSSELL appointed manager production and traffic f Tracy-Locke Co. Inc., Dallas. Was with Maxon Inc., N. Y.

on all accounts

CHICK FREEMAN, sales manager at WLS Chicago, has been blending a grass-roots knowledge of agriculture and big-city knowhow about advertising for many years. Charles Marble (a family name) Freeman, was the son of a Hinsdale, Ill., woolen manufacturer who gentleman-farmed in his spare time. Chick spent summers on his father's farms in northern Wisconsin and winters in the 17-room family home in Hinsdale.

During grade school there and prep school at the Hillside Home School just west of Madison, Wis., Chick "sort of" planned to go into agriculture. He wanted to be a grain farmer. A three-year span between prep school and the U. of Wisconsin altered his decision. During that period, he decided to follow in the footsteps of his grandfather, who at one time was chief engineer of the Milwaukee, Northern Pacific and Great Northern Railroads.

CHICK

Three years of conducting railroad surveys and working on a crew which built a Milwuakee road branch from Lewistown to Great Falls, Mont., negated his railroad ambitions. For months "the weather didn't even get up to zero," and the crew slept in tents wh it was 40 below, he recalls.

Entering the U. of Wisconsi Chick majored in agricultur joined Delta Upsilon and did moderate amount" of footba baseball and track work until knee was injured. After gradu tion, his brother, a space peddle sold him on the idea of advertisi as a career. Chick went to wo selling classified ads for the Ch *cago Tribune*, but it wasn't unt after World War that he began com bining his know edge of farming an salesmanship.

He left the adver tising departmen of Kellogg Switch board & Supply Co manufacturer o telephone equipmen in Chicago, to joi the Army infantry in 1917. Because the need for pilot he transferred t aviation and wa based on the west ern front with th 135th flight squa dron for a year an a half.

Back in civilian life, from 19 until 1929, Chick sold advertisin for *The Farmer* and *The Farmer' Wife*, agriculture publications, o of St. Paul. Just before returni to Chicago, he married a "farmer wife" editor, Leonore Dunnigan

(Continued on page 14)

beat

JAMES A. McGARRY, assistant to president BBDO, N. Y., named chairman radio committee 1950-51 New York campaign of Arthritis and Rheumatism Foundation.

JOHN REED BURR to John Falkner Arndt & Co. Inc., Philadelphia, in executive staff.

JACK HOUSE, United Artists Television sales manager, to William Esty & Co., N. Y., in TV executive capacity.

WILLIAM R. SETH, account executive and radio-TV director O'Brien & Dorrance (now Dorrance-Waddell Inc.), N. Y., to Needham & Grohmann Inc., N. Y., as vice president and account executive.

Mr. Seth

ADRIAN BAUER named board chairman Adrian Bauer Adv., Philadelphia. **ALAN R. TRIPP** named president.

LEW SANDERS, head of TV department Jones Frankel Co., Chicago, to Albert Frank-Guenther Law Inc., Chicago, as TV director.

RICHARD DANA, radio writer, to Young & Rubicam's radio-TV department, N. Y., as assistant to **DAVE LEVY,** vice president in charge of developing new radio-TV personalities and program ideas.

DON TENNANT, television puppeteer and packager, to Leo Burnett Agency, Chicago, as member radio-TV production and writing staff.

GORDON TAYLOR, vice president Reincke, Meyer & Finn, Chicago, elected president Chicago Federated Advertising Club for 1951.

MILDRED WREN, KPIX (TV) San Francisco, to copy department Russell, Harris & Wood, S. F.

IRENE R. TUFTS, CKRM Regina, Sask., to radio director Calgary office Stewart-Bowman-MacPherson Ltd.

JAMES W. RENNELS Jr. appointed assistant account executive Griswold-Eshleman Co. Was with American Steel Foundries 1947-49.

DAVID H. ECHOLS, executive vice president Grant Adv., in-charge of New York office, resigns. Future plans not announced.

WILLIAM A. BERNS, ABC, to Kenyon & Eckhardt, N. Y., on production staff of *Mark Trail* program.

JOHN AYLESWORTH, freelance, to radio department MacLaren Adv. Co., Toronto.

HOWARD A. HELLER, producer-writer WPIX(TV) New York, to McCann-Erickson, N. Y., in radio-TV department as manager radio-TV services.

HUGH D. LAVERY, McCann-Erickson, N. Y., to C. J. LaRoche & Co., N. Y., in executive capacity.

CEDRIC TARR, Buchanan & Co., S. F., to copy department Biow Co., S. F.

H. D. MADDEN, since 1946 with Vancouver office Canadian Adv. Agency Ltd., to manager of that office.

SIDNEY BURKE, art director Rexall Drug Co., L. A., to West-Marquis Inc., L. A., as art director.

DEAN LIERLE Jr., announcer-writer KIXL Dallas, to Couchman Advertising Agency, Dallas.

2 *Great Shows Starting Today—*

"Hollywood Matinee"

Monday thru Friday—2 to 3 P M

A full-length feature film each afternoon for the housewife, offering suspense, thrilling love stories, delightful comedy, tuneful musicals. One minute participations available to advertisers between the "acts." The same show—the same films—that have proved a sensation in afternoon programming in other major markets!

Plus

"The Modern Woman"

Ruth Crane

—a smart, highly viewable half hour for the housewife. Tips on how to save money, time, work and worry . . . demonstrations of latest techniques in homemaking, new devices, fashion, top personalities in current affairs. **Advertisers' products to be completely demonstrated** by one of tv's most successful sales personalities—Ruth Crane, assisted by popular Jackson Weaver.

Monday thru Friday—3 to 3:30 P M

Call ABC Spot Sales for availables

WMAL **WMAL-TV** WMAL-FM

THE EVENING STAR STATIONS

WASHINGTON, D. C.

Milestones

► Edward T. Carstens and George W. Williams, WGN Chicago engineer and WGN-TV schedules engineer, respectively, marked 25 years of service last month.

► WSLS Roanoke, Va., Oct. 10 observed its 10th anniversary.

► I. A. Martino, chief engineer of WDRC Hartford, Conn., is observing his 27th anniversary with the station. Mr. Martino participated in early FM development.

► KXOK St. Louis celebrated its 12th anniversary Sept. 19.

► Mrs. Marguerite McEvoy, traffic manager WTAG Worcester, Mass., is celebrating her 25th year in that post.

► Carlton Brown, transmitter engineer, WDRC Hartford, last month observed his 11th anniversary with the station.

► *Hour of St. Francis*, transcribed dramatic program currently on 350 stations throughout country, last month entered fifth year of production. Universal Recorders, Hollywood, produces and transcribes show.

► Richard C. Elpers, CBS Radio Sales account executive and manager of its Los Angeles office, last month celebrated 20 years with CBS. He started as sales promotion man for the network in Chicago.

► KFAC Los Angeles nightly *Evening Concert* Oct. 31 observed its 10th year on the air for Southern Calif. and Southern Counties Gas Co. Celebration was highlighted by Lionel Barrymore, who acted as m.c.

► Lynn Murray, musical conductor on CBS *Hallmark Playhouse*, last month celebrated his 25th ye in radio.

► Nancy Dixon, WWJ Detr shopping show, has celebrated third birthday. Miniature bir day cakes in plastic boxes hon ing the occasion were sent to members of the trade.

On All Accounts

(Continued from page 12)

Emmetsburg, Iowa. She still wor from their home on the near nor side of Chicago as consultin home economist, mainly for mag zines.

Back in Chicago, Chick cover the Michigan and Ohio territori for *Good Housekeeping*, and w on the road 48 out of 52 week ("no way to start a marriage!" After several years in space adver tising, he began thinking seriously of entering radio—"more activ and interesting than magazin work because of the rapidity o action." He figured he could "lear the most the quickest" by goin to work for John Blair & Co., sta tion representative firm.

After two years, he went to on of the Blair client stations, WLS Chicago in 1937, as a salesman, an four years later was named sale manager. Chick delegates specifi accounts to his staff of five sales men, but works as contact man o all accounts billed through the rep resentative. These include Colgate Lever Bros., Whitehall Pharmacal Dolcin and Grove Labs.

WLS boasts two accounts whic have sponsored the *WLS National Barn Dance* for 18 consecutive years—Keystone Steel & Wire an Murphy Feeds. Morton Salt also has bought WLS time for almos two decades.

Chick is a member of the Hins dale Golf Club (his father was a charter member in 1898), and every summer he and his wife move t the country club there to escape city heat and guarantee their Sat urday and Sunday golf games. He also is second vice president of the Western Advertising Golfers Assn., advertising men who meet for golf six times each summer. He also is on the board of the Chicago Radio Management Club.

Honor Harold Deal

NBC Western Network presented a special program last week in honor of Harold R. Deal, advertising manager of Tide Water Associated Oil Co., San Francisco, for his contribution to college football over a 25-year period. Helm's Athletic Foundation presented Mr. Deal with a trophy during the broadcast. Paul Zimmerman, sports editor of the *Los Angeles Times*, and Curley Grieve, sports editor of the *San Francisco Examiner*, paid tribute from their respective cities.

To you, Mr. Advertiser, this means an income of $6,278.00 per Kansas Farm Family.* Most of this is *spendable income* because the average farm family lives rent free and raises much of its food.

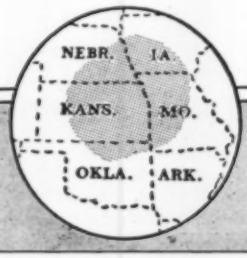
What's more, this market is easier to sell. When you use WIBW, you're practically addressing a daily meeting of Kansas farm families. You automatically get this hand-picked audience because WIBW is THE Farm Station of Kansas . . . most listened to by most farm families.**

Here's a sales "natural" . . . families with money to spend and the station they themselves prefer . . . WIBW.

* Consumer Markets '50-'51
** Kansas Radio Audience '50

W I B W

SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM



C B S

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

the TOUR-TEST proves

KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

.....in the OREGON MARKET

In the prosperous, expanding Northwest, KGW's COMPREHENSIVE COVERAGE reaches more people, covers greater area than *any other* Portland station! "Beamed Broadcasting" plus the greater efficiency of KGW's lower 620 frequency delivers the closely concentrated population and economic heart of the Oregon Country. An authentic Tour-Test, made in cooperation with the Oregon State Motor Association, proves this fact. Dale Jacobs, assistant district attorney from Oregon City, participated in the Tour-Test visit to his town... saw how KGW blankets the Oregon City area. He points out above, to "Miss KGW of 1950", the industrial growth that means greater buying power... yours for the asking through the COMPREHENSIVE COVERAGE of KGW.

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station *regardless of power*. BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

TOTAL BMB FAMILIES (From 1949 BMB Survey)

DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630
NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

KGW

NBC AFFILIATE

PORTLAND, OREGON

ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

first

IN THE WASHINGTON MARKET

7 A. M. NEWS
with
HOLLY WRIGHT

Here is another WRC program-personality combination doing a consistently solid selling job for over five years. Holly Wright clearly leads the field, Monday thru Friday at 7:00 each morning.*

This is NOT an availability. We merely point to this record as an example of the "sales-programming" WRC can do for you. Top-rated shows with **selling power** dominate the programming pattern.

WRC pays out, not alone in top audience ratings in the rich District, Maryland and Virginia area—but in hard "over-the-counter" retail sales.

*American Research Bureau

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

TECHNIQUE of "beamed programming" for nine weekly hours of shows sponsored by C. K. Whitner & Co., Reading, Pa., was initiated recently under terms of a contract signed by the city's only home-owned department store and WEEU Reading.

Mr. Martin

The contract, signed by Thomas E. Martin, WEEU general manager, and James B. Mercer Jr., secretary of Whitner's, was reportedly one of the largest ever negotiated for a single local advertiser in Reading.

WEEU selected types of air presentations designed to touch on every facet of the department store's operation while blanketing the morning, afternoon and evening listening hours. Presentations include morning and evening quarter-hours and a half-hour afternoon period, Monday through Friday, plus evening 30-minute segments nightly except Friday, a special children's Saturday morning show, and a Sunday afternoon musical program.

Plans already are underway by the station to cross-plug each program and arrangements also are being worked out between WEEU and Whitner's to apply the same technique to newspaper advertising. WEEU has mapped out a paid newspaper advertising campaign to tie in all shows with the department store.

Prior to signing the WEEU contract, C. K. Whitner had used very little radio in the past several years. Store stood aloof until it felt it had found the "right type of radio promotion," according to Mr. Martin.

The Monday through Friday morning strip is the Nan Heckman show, aired 10:45-11 a.m. over several months as a chatty, informal quarter-hour designed to appeal to Reading women. News on women's activities and frequent interviews are featured. Plan is to keep the feature flexible so that it may originate in Whitner's store.

The five-weekly afternoon seg-

(Continued on page 36)

strictly business

GUIDING Oakite's radio rudder —the type of steering that has lifted the cleanser to household fame—is Frank A. Conolly, manager, Oakite Product Inc. package division.

Perhaps the reason why Frank is so well versed in this advertising medium is that for the past 21 years he has been holding radio's hand while it has been developing and expanding into a coast-to-coast giant.

Frank first met radio when he joined the Oakite company. His association with Oakite, as with radio, was "inevitable," he says. "I had worked on several of the introductory campaigns on Oakite with my men from the Naborhood Stores Assn., and I was simply asked to continue on the Oakite payroll, and may I say at this point, that it has been 21 years of extremely busy but happy association."

Frank fits the role of a busy executive to a "T." In addition to keeping his finger on Oakite's radio and TV—arranging for programs, selecting talent, rehearsals, arranging network appearances and shows, Frank must be up front at

FRANK A. CONOLLY

sales meetings held throughout the country.

Oakite through the years has been wide awake to catch the drama that is radio's vital contribution to the national life. Back in the late 20s when agency technical staffs were unknown, Frank remembers the advertiser was obliged to

(Continued on page 44)

once upon a time . . .

a fellow wrote a song . . . it went something like this . . .

"The longest way round is the sweetest way home"

That's alright for certain cases . . . (we know about the birds and the bees, too)

but . . .

in radio, it's a little different.

To get the most out of your advertising dollar, the shortest and quickest way into the prospective buyers' home is, by far, the "sweetest" way to the advertiser.

In the *rich* Wyoming Valley Market WBRE is a sure bet to do the best job for you.

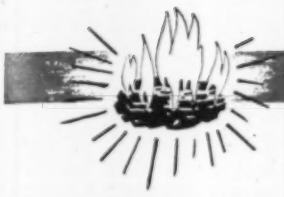
It is definitely
the
FIRST station
in Pennsylvania's
FOURTH
largest marketing area.

NBC AFFILIATE

AM WBRE FM

WILKES-BARRE, PENNA.

NEWS AND VIEWS OF COAL



A MONTHLY REPORT TO EDITORS

MINING COAL—WITH AN AUGER!

A new method of mining coal consists of drilling horizontally into a coal seam with a portable giant auger! The auger, sometimes 70 feet in length, drills out the coal and drops it onto a conveyor. The operation requires only four men and, in some cases, as much as 80 tons of coal have been produced on one shift.

ANOTHER NEW SAFETY RECORD IN SIGHT.

The Bureau of Mines has released a report on coal mining safety which indicates that the bituminous coal industry is on its way to setting a new, all-time record for safe mining. If it succeeds, it will have the distinction of having reduced fatal accidents to new lows for three consecutive years.

COAL—FUEL OF THE FUTURE!

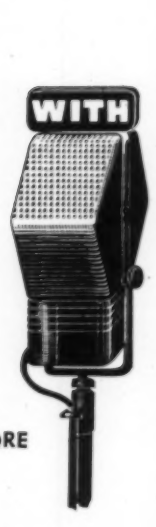
Dr. Arno C. Fieldner, Chief of Fuels and Explosives Division of the United States Bureau of Mines, told the Ohio Mineral Industries Conference recently, that "coal will continue to rule the fuel business in the United States. Ultimately," he said, "coal will be the primary source, not only of solid fuels, but of liquid and gaseous as well." The reason for this, according to Dr. Fieldner, is that the country has far more coal than petroleum or natural gas and, in time, oil and gas will be made from coal.

BRITAIN GETS BETTER EQUIPMENT BUT LESS COAL.

The annual report of last year's operations of Britain's socialized coal industry reveals that their major task is to obtain higher production. Even after spending large sums for American machinery and equipment, Britain's socialized coal mines produced 28 million *fewer* tons than the same coal mines did *ten years ago*—with less modern equipment, under private management.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
Southern Building, Washington, D. C.

You get a lot for a little*



IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

***MORE LISTENERS-PER-DOLLAR THAN ANY OTHER RADIO OR TV STATION IN BALTIMORE**

BROADCASTING
TELECASTING

Vol. 39, No. 20 WASHINGTON, D. C., NOVEMBER 13, 1950 $7.00 A YEAR—25c A COPY

CONGRESSIONAL FACELIFTING

May Presage Radio Review

By DAVE BERLYN

THE NEWLY-ELECTED 82d Congress, destined to become a house-divided next January, can be expected to cast a long political shadow over the radio legislation and regulation of the next two years.

Resurgent Republicans, in a better position to act the role of "Peck's Bad Boy," may well enter the radio-TV arena to see what dust can be kicked up to the Democratic leadership's embarrassment.

Consensus in Washington following Tuesday's elections was that the Democrats will find the going rocky in Congress for the next two years. The GOP is just two seats away from deadlocking the Senate. It is numerically stronger in the House. Aided by Southern conservative Democrats, it can neutralize the Fair Deal bloc but avoid the responsibility.

Authorities agreed action on major radio legislation probably will not be subject to radical change in the next Congress as viewed from recent history. But the new Congress may have some strong ideas about such explosive issues as color television and NARBA.

Red Issue May Expand

The Communist question is certain to grow hotter. A great vote-getter in the nation's voting booths, anti-Communism as an issue in Congress may touch further on broadcasts and telecasts. Type of criticism such as that leveled earlier this year by Rep. Clarence Brown (R-Ohio), against Communist sponsorship of programs on the nation's airwaves, may receive greater attention.

Possibility of repeal of the new anti-Communist law, passed by the 81st Congress over President Truman's veto, now appears remote, according to Capitol observers. Some modifications, however, may be in order. A provision of this law requires Communist groups or Communist fronts to identify themselves on the air when sponsoring broadcasts or telecasts.

One of the major issues that the new Congress must iron out is the problem of new revenues to meet mounting costs in the U. S. and abroad. Groundwork by the outgoing Congress on the proposal to impose fees for commercial broadcast licenses as a revenue-raising action is certain to evoke legislative interest in 1951-1952.

The final lineup in Congress—49 Democrats to 47 Republicans in the Senate and 234 Democrats to 200 Republicans and one Independent in the House—places the GOP in a stronger position on key committees.

The Democratic leadership in the Senate will undergo a change. Sen. Ernest W. McFarland (D-Ariz.), chairman of the Senate Commerce Committee's radio subcommittee, is a contender for Senate Majority Whip succeeding Sen. Francis J. Myers (D-Pa.), the Commerce group's only election casualty. Sen. McFarland was sponsor of the twice Senate-passed but House-blocked bill to realign FCC procedures.

With the exception of Sen. Myers, the Senate Commerce Committee will be intact next January with radio-active Chairman Ed C. Johnson (D-Colo.) still at its helm. However, the committee can expect to have some new Republican faces.

Commerce Changes

In line with a forecast reduction in ratio of Democrats to Republicans on key committees, the Senate Commerce group may add one or two GOP Senators. Two likely contenders are Gov. Frank Carlson of Kansas and Everett M. Dirksen, who defeated Sen. Scott Lucas in Illinois. Sen.-Elect Carlson, from the same state as the late Committee Chairman Clyde M. Reed, holds similar interests in interstate commerce. Sen.-Elect Dirksen was active in radio affairs when he was a member of the House.

Unscathed in the election battle were Democratic Sens. Warren G. Magnuson of Washington and Brien McMahon of Connecticut, and Republican Sens. Charles W. Tobey of New Hampshire and Homer E. Capehart of Indiana. All are members of the Senate Commerce Committee.

In the House, where the Democratic leadership suffered less damage, there are few radio-significant changes in the present membership of its Interstate & Foreign Commerce Committee. There may be additions, however. Rep. Robert Crosser (D-Ohio) was re-elected and will continue as chairman. Rep. Dwight L. Rogers, Florida Democrat, may be the Democratic choice to head up the radio subcommittee if it is not drastically revamped.

Both Commerce committees may

(Continued on page 86)

RADIO RATE HIKE

Foreseen by NAB Dist. 4

By J. FRANK BEATTY

RADIO rates are heading upward, supported by value rendered and rising costs.

While the cost of broadcast time has showed little change since the war, compared to the soaring rates of competing media, many eastern and southeastern stations are scanning their rate cards and/or their actual rates charged.

Two main factors point to rate increases. First, many broadcasters feel rates have been too low all along in view of results delivered. Second, costs are rising and other media are raising rates accordingly.

In no observable instance has a station in NAB District 4 (D. C., Va., N. C., S. C., 2 Maryland counties in Washington area) cut rates because of television, judging by replies of station managers to a poll taken at the Nov. 2-3 district meeting.

A preponderant number of District 4 station managers are considering increases, or have raised rates within the last two years. Several feel rates should not be changed. Daytime rates, many executives feel, are too low and should be at least two-thirds the night scale. On the other hand, a few broadcasters fear nighttime listening in television cities is suffering from the video competition and some adjustment may be necessary if this develops into a long-term trend.

Answer Is Volume

Volume business rather than higher rates will provide the answer, one manager contends. Another would raise FM rates in view of expanded circulation.

In any case, broadcasters were in agreement that radio has a fine story to tell, a better results-per-dollar story than any other medium.

Richard P. Doherty, NAB employe-employer relations director, points out that "radio rates are low in comparison to the service rendered. The rates are lower than the prices advertisers charge for their

(Continued on page 30)

DELEGATES at NAB District 4 meeting at Williamsburg included (l to r): Front row, Richard H. Mason, WPTF Raleigh, N. C.; Campbell Arnoux, WTAR Norfolk, Va.; James H. Moore, WSLS Roanoke, Va.; Harold Essex, WSJS Winston-Salem, N. C., District 4 director; G. Richard Shafto, WIS Columbia, S. C. Back row, Horace Fitzpatrick, WSLS; Calvin T. Lucy, WRVA Richmond.

Other Dist. 4 pictures and registration on page 57.

XUM

PHONE STRIKE

Radio-TV Service Not Hit

NO INTERRUPTION of radio and television network service as a result of the nationwide telephone workers' strike called last week by Communication Workers of America, CIO, was foreseen by officials of the networks or the American Telephone & Telegraph Co., last Friday.

An AT&T spokesman said that the walk-out is expected to follow the pattern of the 1947 strike, which would not affect the networks, barring sabotage, he said.

Although only 33,000 installer, warehousemen and factory workers are striking, Union President Joseph A. Beirne has predicted that 300,000 union members would refuse to cross picket lines.

A network official said that AT&T is guaranteeing service.

H. T. Killingsworth, AT&T vice president in charge of long lines, claimed long distance service had been affected only slightly by the strike of Western Electric employes. He said:

A very high percentage of all calls have been completed to points throughout the country. Barring sabotage or other malicious damage to plants the public will continue to get adequate service. Our long distance offices are being staffed by forces of about normal size. More than 2,000 non-supervisory employes reported to work at New York today (Thursday).

Operations of the plant department which provide press, government and commercial private line service and television and radio program network service are being handled without difficulty. More than 80% of the total plant organization is on the job.

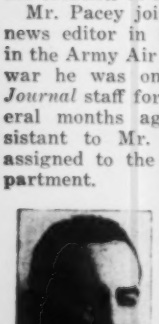
ABC CHANGES

Mullin, Pacey to New Posts

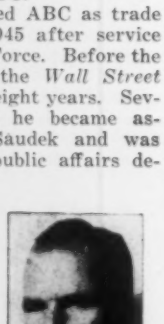
EARL MULLIN last week was placed in charge of exploitation for ABC, and John W. Pacey, former assistant to Robert Saudek, ABC vice president and assistant to the president, was named to succeed Mr. Mullin as national director of publicity.

Mr. Mullin's title will be assistant to the vice president in charge of exploitation, new department. He has been national director of publicity since 1949 and before that had been publicity director since the creation of ABC.

Mr. Pacey joined ABC as trade news editor in 1945 after service in the Army Air Force. Before the war he was on the *Wall Street Journal* staff for eight years. Several months ago he became assistant to Mr. Saudek and was assigned to the public affairs department.



Mr. Mullin



Mr. Pacey

Drawn for BROADCASTING by Sid Hix

"We had to cut that scene where you conceal your horse in a cave. . . . We don't want any hidden plugs on this show!"

NEW FIRM

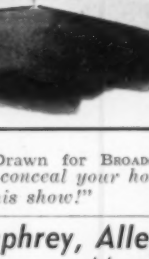
Humphrey, Alley & Richards Merge

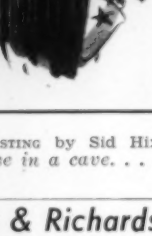
CONSOLIDATION of Alley & Richards Inc. and the H. B. Humphrey Co., both with offices in New York and Boston, was announced last Thursday. In the statement by H. Lawrence Whittemore and Richard B. Humphrey, presidents of the firms, it was disclosed that as of Jan. 1, 1951, the new firm would be called H. B. Humphrey, Alley & Richards Inc.

The H. B. Humphrey Co., founded by the late H. B. Humphrey in 1887, is one of the three oldest agencies in the country. Richard S. Humphrey, son of the founder, became president in 1933.

Alley & Richards was formed in 1916. Mr. Whittemore was elected president in 1950 after serving with the company since 1919. He will be chairman of the board of the new firm and Mr. Humphrey will be president. Other officers and directors will be announced at a later date.

In making the consolidation announcement, it was stated that the move "would give both the Boston and New York office of H. B. Humphrey, Alley & Richards Inc. the depth in personnel to substantially increase their effectiveness in the creative field as well as in the research, marketing, public relations and other phases of agency service."





Mr. Humphrey Mr. Whittemore

CBS INCOME

Nine-Month Net $3,110,783

NET INCOME of $3,110,783 for the nine months ending Sept. 30 was reported last week by CBS.

The 1950 figure was substantially larger than the CBS net for the similar period last year—$2,003,-812.

The CBS gross for the first nine months of 1950 was more than $11 million bigger than the gross for the same months of 1949—$85,946,-982 this year to $74,607,071 last.

Increased expenses and bigger taxes this year as compared with last accounted for the slighter difference in the nets of the two years than in the grosses.

CBS also announced last week that the CBS board declared a cash dividend of 40 cents per share on its Class A and B stock, payable to stockholders of record at the close of business Nov. 24.

LORILLARD FILES

Asks Review of FTC Order

REVIEW of Federal Trade Commission's order that it cease certain alleged advertising claims was sought fortnight ago by P. Lorillard Co., Jersey City and New York, in a brief filed with the U. S. Court of Appeals for the Fourth Circuit (Richmond, Va.) The brief supports a petition for review by the cigarette firm.

FTC's original order, issued last spring, cited Old Gold cigarettes, Friends smoking tobacco, and Beechnut and Sensation cigarettes, and was based on a complaint involving the nicotine content of the products [BROADCASTING, April 10].

P. Lorillard's brief took exception to the FTC order, asking that it be set aside pending review, and said that the firm had discontinued the questionable advertising claims set forth in the original complaint. The commission has held numerous hearings on the case, which dates back over a seven-year period.

REBROADCASTING

Sheppard Asks Chan

DEMANDS that FCC amend rules to ensure that network sponsors shall be free to contract w other stations for rebroadcasts their programs were renewed l week by Rep. Harry R. Sheppa (D-Calif.), longtime network cri

Following up a similar requ by Gordon P. Brown of WS Rochester [BROADCASTING, Nov. Rep. Sheppard released a letter which he asked FCC to consi the question in connection with pending proposal to redefine other phase of the law on "rebro casting" (Sec. 325 (a) of the Co munications Act).

Rep. Sheppard introduced a b (HR-7310) early in the curre Congressional session which its would permit rebroadcasting network programs with permissi of the sponsor, and in additi would require the licensing of ne works [BROADCASTING, Feb. 20 No action was taken on the bill.

His letter to FCC Chairma Wayne Coy, second he has sent the subject [BROADCASTING, Au 7], said "the networks seem believe that the commercial pr grams which they broadcast a their programs," when actually, his view, the sponsors should allowed to negotiate with any st tions for the rebroadcast of the programs.

Cites Support to Views

He cited legislative history supporting this contention. He to Chairman Coy:

I urge that the Commission clarify the intent of Sec. 325(a) in such a w as to clearly specify that permissi shall be required from the originati station to rebroadcast sustaining pr grams or programs whose productio cost is borne in its entirety by th originating station; and that permi sion to rebroadcast sponsors' pr grams or programs whose basic pr duction cost is borne by any pers other than a radio station or netwo shall be obtained . . . from suc sponsor or person, whether the spo sor or person uses one station or ne work facilities to originate his pr gram.

Rep. Sheppard noted that FC reports show the number of "le ing" stations grew from 369 1947 to 686 in 1949.

"Such increased spending b sponsors and increased losses b stations," he said, "indicate on thing: That the economy of radi is being locked up by the network at the expense of the independen stations; just the reverse of the in tent of the Communications Act a evidenced by the legislative histor of it.

"The continued practices of th networks to restrain trade and t up the economy of the radio in dustry must stop; and legislativ history points out that it is the du of your Commission to interpret th Act, make rules, and correct thes deplorable situations with every source at your command."

NARBA FIGHT

CCBS Hits Tentative Agreement

By RUFUS CRATER

A LAST-DITCH FIGHT against terms of the proposed new NARBA agreement [BROADCASTING, Oct. 30, Nov. 6] was launched late last week as delegates to the Washington AM conference sought to work out details for signature possibly over the weekend or, at the latest, early this week.

The fight was led by the Clear Channel Broadcasting Service, which charged the tentative agreement "is against the best interests of the U.S." and "should not be signed—if signed it should not be ratified."

CCBS charged the agreement contains "extensive and unnecessary concessions to other North American countries, principally Cuba," which will damage the radio service to areas which rely on clear-channel stations by "legitimatizing" interference to U.S. 1-A stations and effectively blocking improvement of their service through the use of power substatially above 50 kw.

Major networks, some of whose stations are 1-A clear-channel outlets on frequencies which other North American nations also would be permitted to use, were obviously displeased with the treaty's tentative terms, though they offered no public condemnation.

There was a mounting number of protests, from members of Congress as well as private groups and individuals, which made a Senate fight over ratification seem certain even if a final agreement is reached.

Hyde Declines Comment

FCC Comr. Rosel H. Hyde, chairman of the U. S. delegation, declined to make detailed comment on the CCBS statement while negotiations were still in progress. But he noted that the decision on whether to sign any agreement will be made not only by the official delegation but by the interested government agencies, and that any agreement which is signed will be passed upon by the Senate in the ratification process.

The final decision, he asserted, will be based "on the overall needs and interests of both rural and urban U. S. listeners, and of the industry as a whole, and will not be limited to considerations of vocal and possibly short-sighted special-interest groups or individuals."

With some modifications—including a decision to give a U. S. 1-A clear channel classification to 1030 kc, curently a 1-B on which WBZ Boston operates with 50 kw—the foundations of the tentative agreement were in line with those disclosed previously.

Further efforts also were being made, authorities reported, to find a satisfactory assignment for WKAQ San Juan, P. R., to replace its present 620 kc regional frequency, which is slated to go to the Dominican Republic. WJZ New York's 770 kc 1-A channel has been prominently mentioned for use by WKAQ, with protection to WJZ and KOB Albuquerque.

The Dominican Republic also was reported by CCBS to be seeking the right to operate with 1 kw daytime and 100 w nighttime on 720 kc, on which WGN Chicago is dominant, on 890 kc (WLS-WENR Chicago), and on 1040 kc (WHO Des Moines).

The Bahamas-Jamaica reported they had reached agreement with the U. S. for Jamaica's use of 880 kc (WCBS New York) and 1180 kc (WHAM Rochester) with 5 kw Class 2 stations, and for the Bahamas' present 1540 kc Class 1-A assignment to remain unchanged.

1-A Demands Unchanged

The U. S. 1-A channels on which Cuba would be permitted to operate remained unchanged from earlier reports: 640 kc (KFI Los Angeles); 660 kc (WNBC New York); 670 kc (WMAQ Chicago); 760 kc (WJR Detroit); 780 kc (WBBM Chicago), and 830 kc (WCCO Minneapolis). Cuban use of these channels would be conditioned on protection to U. S. dominants along lines specified in the expired NARBA, authorities asserted.

In addition Cuba would be granted "special protection" by future U. S. assignments on 11 channels: 550, 570, 590, 630, 640, 690, 730, 740, 860, 920, and 980 kc.

The CCBS statement, issued by Director Ward L. Quall, declared:

From the beginning of the present negotiations during the past year or more there has been the clear understanding that nothing would be conceded by the U. S. delegation which would prejudge the Commission's decision in the pending clear-channel proceedings initiated in 1945. With respect to six of the channels, the door has been definitely closed, and with respect to still others, it has been probably or partially closed to a favorable solution of the principal issue, namely improvement of service to rural areas.

The statement labeled the tentative agreement as "even more unfavorable to the U. S., to the listening public and to the broadcasting industry than the draft which was under consideration earlier in the negotiations, while the conference was in session at Montreal [September-December 1949], and which provoked a nationwide protest and was eventually rejected by the U. S. delegation."

Other Channels Hit

In its present state, CCBS charged, "the agreement also contains numerous concessions to Cuba with respect to other classes of channels used in the U. S., particularly those used by Class 1-B and regional stations." The statement, prepared Thursday, asserted:

It must be remembered that Mexico and Haiti are not participating in the conference and presumably will not sign or adhere to the agreement, at least until their own particular demands have been satisfied. Mexico recently provided a sample of the demands which may be expected from its direction. To surrender to Cuba can only result in encouraging unreasonable demands from such countries.

The contagion has already spread

(Continued on page 31)

OFFICIAL host to NAB District 4 meeting Nov. 2-3 was Bela Norton, vice president of Colonial Williamsburg, Va. Front row (l to r): Mrs. Norton and Mrs. Justin Miller. Back row, NAB President Justin Miller and Mr. Norton (also see story and pictures on pages 19 and 57).

EXCESS TAX THREAT

Radio-TV Chart Defense

WITH POST-WAR investments and earnings at stake, the radio-TV industry is forming a battle line to meet an excess profits tax proposal which poses costly kickbacks on radio-TV's "growth" period.

The House Ways and Means Committee opens hearings on the issue Wednesday. It will attempt to work out a suitable bill that can be presented to the short-lived 81st Congress. Chairman of the committee is Rep. Robert L. Doughton (D-N. C.).

Radio-TV already has asked for a hearing. Among applications received by the House group, which last Friday had not yet announced its agenda nor lists of witnesses to appear, were the following:

Ask for Hearing

NAB, Radio Television Mfrs. Assn., Television Tax Committee, Dr. Allen B. DuMont of Allen B. DuMont Labs., King Broadcasting Co. of Seattle, Philco Corp. and United Electrical Radio and Machine Workers of America.

In the past few weeks, sentiment has been growing among radio-TV leaders that an excess profits levy, if patterned after the World War II profits tax, would work undue hardship on segments of the industry. Hardest hit would be firms which invested capital for expansion of such broadcasting services as FM and TV.

General feeling is the tax would cut lopsided into radio and television earnings, particularly so if tax experts arrive at a "base period" average of earnings premised on 1946-47-48-49, the years when many firms were flexing muscles.

These arguments have been placed before Congress' Joint Committee on Internal Revenue in closed session in the past fortnight by such spokesmen as RTMA and the Television Tax Committee.

Kennedy Heads Group

The latter group, with John A. Kennedy, WSAZ-TV Huntington, W. Va., acting chairman, represents owners of a majority of independent TV outlets in the country. Other members of the committee are Richard A. Borel, WBNS-TV Columbus, Ohio; George B. Storer, WGBS-TV Miami (president, The Fort Industry Co.); Jack O. Gross, KFMB-TV San Diego, and Herbert Levy, WAAM(TV) Baltimore.

The telecasters maintain that their industry during the suggested base period failed to mark the black side of the profit ledger. They told the joint committee that not a single one of the 85 independent stations averaged net earnings upon which a base could be reached in determining excess profits.

The station owners point out that FCC's statistics of December 1949 showed 85 TV independents with an aggregate capital investment (at cost) of $36.8 million, with a like percentage of loss to the investment at $36.9 million.

RTMA echoed this sentiment a fortnight ago in closed meetings with the joint committee [BROADCASTING, Nov. 6]. RTMA suggested a "fair return" for the expanding TV industry.

Both groups take the position they do not oppose enactment of an excess profits levy but are on record as seeking recognition of the hardship such legislation would impose on TV stations. They recommend action to alleviate the special problem which exists within the industry.

NAB was working double-time to present a clearly defined position on the tax. The association is expected to ask for special tax relief under the proposed law.

Mrs. A. Scott Bullitt, chief owner of King Broadcasting Co. (KING-AM-FM-TV Seattle), had asked the committee to hear her personal views. Dr. DuMont is requesting a hearing as representative of the National Conference of Growth Cos. The conference is made up of firms,

(Continued on page 85)

XUM

IN REVIEW...

PROGRAM FACTS

Don Carlo, Metropolitan Opera, on — ABC-TV stations.
Sponsor: The Texas Co. (Kudner Adv. Agency).
Cast: Cesare Siepi, Jussi Bjoerling, Robert Merrill, Delia Rigal, Fedora Barbieri.
Conductor: Fritz Stiedry.
Staged by Margaret Webster.
Decor and costumes by Rolf Gerard.
Supervisor of TV Technical Operation: Frank Marx, ABC vice president in charge of engineering. Director of Technical Operations: William H. Trevarthen.
Executive Producer: Burke Crotty.

EXCEPT for probably unavoidable difficulties inherent in telecasting a production designed for presentation on a vast stage, the ABC telecast of the Metropolitan Opera premiere last Monday was a rare accomplishment.

The opera itself, Verdi's "Don Carlo," emerged handsomely on the television screen. It was only in figuring out what to do with its cameras while the stage was dark that ABC got into trouble.

To describe the arrivals of the social and the celebrated, ABC hired Igor Cassini, the wispy society editor of the *New York Journal American*. Mr. Cassini found himself in an embarrassing position. He did not see anyone he knew. Except for those celebrities familiar to everyone, a host of resplendant but unidentified first nighters passed endlessly before the camera.

Between the first and second acts the cameras went backstage in a charming excursion presided over by Margaret Webster, who staged "Don Carlo." Miss Webster interviewed principals in the opera and described scene shifting activities in a thoroughly enjoyable visit.

After the second act the thirsty camera journeyed to Sherry's bar where Tex McCrary and Jinx Falkenburg carried on a series of pointless discussions with several celebrities who were all very happy to be there, thank you. This incident, uninteresting enough by itself, was further degenerated by three uninvited and giggling women who persisted in forcing their way into close-ups. The visit to Sherry's was doubly disappointing. Nobody got a drink.

* * *

Between the first and second acts and the third and fourth, Deems Taylor conducted an opera quiz with several music authorities. Unfortunately on both occasions, the quiz was given so little time that Mr. Taylor and his panel appeared fleetingly. The suggestion is made that in future telecasts of this kind Mr. Taylor and his kind be given more time and the boring interviews with inarticulate celebrities less.

ABC's production staff overcame extraordinary handicaps in reducing "Don Carlo" to dimensions that would make sense on a 12-inch screen. Miss Webster mounted the opera on sets that used every available inch of the enormous stage of the Metropolitan.

Problem of Large Cast

As a consequence, some of the scenes in which the whole company was assembled on the stage appeared on the television screen in impossible miniature. These were very much in the minority, however, and the ingenious use of close-ups and medium shots more than compensated for them.

Musically, "Don Carlo" may have been a not entirely satisfactory choice for the premiere performance this season. It is not well known and its score is hardly memorable. The production, however, was splendid enough to revive whatever interest might have been lost by the music. To that extent "Don Carlo" was a better choice for television than it would have been for radio. It had to be seen to be fully appreciated.

Preceding each scene Milton Cross summarized the story line, an effective measure of assistance to those unfamiliar with the opera and with Italian, the language in which it was sung. The camera, in the course of Mr. Cross' recitals,

(Continued on page 31)

Mr. Cross

PROGRAM FACTS

The Big Show on 150 NBC stations.
Sponsor: 6:30-7 p.m. segment: RCA Victor (through J. Walter Thompson) and Whitehall Pharmacal Co. (through John F. Murray Agency).
Production Cost: Approx. $34,000.
Cast: Tallulah Bankhead, Jimmy Durante, Fred Allen, Portland Hoffa, Jose Ferrer, Ethel Merman, Paul Lukas, Russell Knight, Danny Thomas, Frankie Laine, Mindy Carson, Meredith Willson.
Producer-Director: Dee Engelbach.
Writers: Goodman Ace, Welbourn Kelley, Frank Wilson, Mort Green, George Foster.
Special Lyrics: Sammy Kahn.

TALLULAH BANKHEAD, mistress of ceremonies, sa at the beginning of NBC's new radio extravaganza th producing *The Big Show* was really "a simple matte darling. All it takes is courage, vision and a king sized bund of dough."

In two of these respects, money and the courage to spend it, there is no argument that NBC had what it takes. As to the third there is room for debate.

In an effort to recapture some of the customers it has lost to television and to the Jack Benny show on CBS, NBC assembled as many high-priced performers as could possibly be squeezed into an hour and a half. The result was a star-studded what-is-it.

The Big Show's direct answer to Jack Benny, in the 7-7:30 p.m. period that he is on CBS, was a satire on the Benny show. Aside from the fact that it represented a sort of creative incest, the satire was of such quality as to invite listeners to tune *The Big Show* out and Mr. Benny in so they could hear the real article.

Miss Bankhead, whose voice is that of the last of the great Rabelasians, was a competent mistress of ceremonies, an assignment that one feels did not tax her dramatic abilities.

Ethel Merman, Paul Lukas and Russell Knight sang numbers from "Call Me Madam," the musical comedy that NBC angeled with just such thoughts as the radio appearance of Miss Merman and the Messrs. Lukas and Knight in mind.

The Noses Had It

Jose Ferrer played a scene from his new picture, "Cyrano de Bergerac." The scene was one in which Cyrano speaks brilliantly of his big nose, and it would have been effective had it not been immediately preceded by a low-grade exchange between Jimmy Durante and Danny Thomas on the subject of their own monstrous noses.

In addition to matching noses with Mr. Durante, the only basis on which, by the way, he can hope to approach Mr. Durante's level, Mr. Thomas sang a song and told jokes, including one about the horse in the bathtub, which has been kicking around shaggy dog circles since Joe Miller's time.

Fred Allen, who was saddled with the painful job of satirizing Mr. Benny, got off some remarks that were up to his usual ac standards before he disappeare into the Benny skit. Mr. Allen h discovered why television is calle a medium. "It's because nothing well done."

When Mr. Allen had his ow radio show, some of the satires h produced—notably one with Mi Bankhead spoofing husband an wife programs—were radio clas ics. The one on Mr. Benny, wi Miss Bankhead awkwardly cast "Portchester," was just dull.

Disassociated Acts

A bright moment occurred whe Mr. Allen introduced Portland the throaty-voiced Miss Bankhea "How do you do, sir," Portla said.

The finale featured each st singing a George M. Cohan son Miss Bankhead rendered "Give M Regards to Broadway" in a key th defied reproduction.

Have we forgotten anyone? G yes, Mindy Carson, Frankie La and Meredith Willson.

The Big Show was simply a c lection of disassociated acts, a expensive vaudeville show. It d not seem an imaginative answer radio's present programming pro lems.

* * *

Miss Bankhead

BLANKET ELECTION COVERAGE

Provided by Radio-TV

RADIO and television coverage of 1950 Congressional and state elections reached a new high in comprehensive off-year reporting, according to information received by BROADCASTING.

CBS exploited the reporting facilities of both media, under direction of Edmund A. Chester, CBS director of news. Beginning radio reports with the Allan Jackson news program at 6 p.m., Nov. 7, the network continued with early returns by Lowell Thomas at 6:45 and Edward R. Murrow at 7:45.

CBS-TV started with Douglas Edwards on his 7:30 p.m. news program, resuming thereafter at 10:30 and continuing until 2 a.m. the following morning. Longines-Wittnauer Watch Co. sponsored returns on CBS-TV 10:30-11 p.m. and 11 p.m. to midnight.

Radio coverage included five-minute reports every half-hour from 8:30-10 p.m., continuing thereafter full-time until 3:30 a.m. the following morning.

At the main CBS news studio, Edward R. Murrow, Charles Collingwood and Eric Sevareid gave the nationwide returns, their comments being interspersed with pick-ups about the country. In the nation's capital, Griffing Bancroft interviewed Guy Gabrielson, Republican national chairman. A switch to Chicago for the statement by Sen. Scott Lucas (D-Ill.), and to California for statements by Sen. Helen Gahagan Douglas (D-Calif.) and Gov. Earl Warren, followed. Also there were direct broadcasts from the headquarters of Gov. Thomas E. Dewey and Sen. Herbert Lehman (D-N. Y.) in New York.

CBS-TV Coverage

On CBS-TV returns were broadcast by Douglas Edwards, Allan Jackson, and Don Hollenbeck in New York. Remote pick-ups from Dewey and Lehman headquarters brought both candidates to the TV screen. Other pick-ups included Cincinnati for a statement by Sen. Robert Taft (R-Ohio); Baltimore for comment on elections in Maryland; and Washington for Walter Cronkite's report on various state contests. Radio broadcasts from Chicago and California were also picked up for the TV audience.

In New York Larry Lesueur reported on Dewey headquarters for CBS, and Ned Calmer on Lehman headquarters. John Merriman covered Pecora headquarters; Jack Walters covered Impellitteri; Creighton Scott covered Corsi; and Dallas Townsend covered Lynch.

Where actual pickups were not made, CBS news headquarters received direct reports from newsmen stationed in Independence, Mo.; Little Rock, Ark.; Atlanta, Ga.; Philadelphia, Denver, St. Louis, and others.

NBC provided coverage in both media through concentration of its top newsmen in Radio City studios and by reports from newsmen of its affiliated stations throughout the country. William F. Brooks, vice president in charge of public relations, supervised radio reporting, assisted by Joseph Meyers and Fritz Littlejohn.

PREPARING for Mutual's coverage in New York election headquarters (l to r): Everett Holles, MBS commentator; Milton Burgh, (standing), Mutual News director who headed the election operation; Jack Fern, who assisted in the air production and station traffic, and Arthur Feldman, director of special events who coordinated the originating points and 168 separate pick-ups.

* * *

Throughout the evening election reports followed each program until 11 p.m., when Robert Trout introduced the first period devoted entirely to returns. Thereafter, he served as general announcer-coordinator throughout the night. A roundup of municipal, gubernatorial and senatorial contests followed, with H. V. Kaltenborn, Morgan Beatty, Richard Harkness, Lockwood Doty, Ray Henle and Ned Brooks participating. Direct reports from key cities in Missouri, Ohio, Connecticut, and Pennsylvania followed.

At midnight an "election round table" for radio was presided over by Mr. Trout, the latest returns being interspersed with comment and analysis by the various commentators.

McCall Directs NBC-TV

NBC-TV coverage was directed by Francis C. McCall, director of television news and special events. He was assisted by Adolph Schneider, William Garden and Clarence Thoman, with Michael Zeamer directing the telecast. Cameras in Democratic and Republican headquarters in New York showed developments there, with Leon Pearson, James Fleming, and Bob Stanton reporting on them. Similar telecasts were made from Washington, Philadelphia, Cleveland, Cincinnati, Columbus, Chicago and St. Louis by NBC-TV affiliates.

First NBC-TV election reports were by John Cameron Swayze on the *Camel News Caravan* at 7:45 p.m. Each program thereafter until midnight, included election summaries together with bulletin interruptions.

At midnight NBC-TV devoted itself exclusively to the elections. Telecasts were sponsored on a co-

(Continued on page 26)

CAMPAIGN COSTS

Radio-TV Get Big Slice

LAST-MINUTE campaigning by both Republican and Democratic parties utilized the immediacy and intimacy of radio and television in concentrated efforts to sway public sentiment.

High spot of the whirlwind pre-election activity was the $136,000 political broadcast and telecast by President Truman, whose voice and image blanketed the nation in a Nov. 4 pickup from St. Louis.

Since the campaigning was largely local in nature the Democratic and Republican national organizations did not spend large sums for radio and TV. They keyed state and local activity, however, and supplied material and know-how for time purchases by local organizations and individual candidates.

Elated by GOP success in the gubernatorial and Congressional voting, Chairman Guy George Gabrielson of the Republican National Committee told the headquarters staff Thursday that the campaign just ended is "only a skirmish." He started immediately to set up machinery geared toward what he predicted would be Presidential and Congressional victories in 1952.

The Republican staff expects the task of raising funds to be eased by the Tuesday victories, calling them the best shot-in-the-arm the party has had in many years.

With additional funds, the party expects to expand its use of radio and television as the campaign proceeds. Expansion of the GOP House ranks will mean more Republican congressmen and senators will use transcriptions to reach their constituents on a public service basis. In addition the party expects to be in a position to expand its purchases of time on radio and television.

Radio's Role Lauded

Ed Ingle, director of radio and television for the Republican committee, lauded the role taken by the media in recent weeks.

"I feel radio and television played a very important role in the campaign," he said. "We have candidates who used radio and TV before they went home to start electioneering. Our members in the 81st Congress sent transcriptions back to their districts and states every week, using nearly 500 stations on a public service basis. They became accustomed to radio.

"We prepared instructions on how to buy time, what to do with it and how to use the microphone. These aids proved invaluable in local appearances on radio and television. They were sent out Aug. 15 so candidates could contact station sales managers and set up commercial schedules.

"Now we're looking forward to a great deal of radio and television activity in the next two years. TV provides a new and exciting medium alongside the nation's broadcast stations and networks. With the growth of TV coverage we have already taken into consideration its enormous political potential.

"The national committee has already encouraged party leaders throughout the country to make greater use of television. We realize 1952 will find radio and television at all-time peaks.

"In selecting a convention site in 1952 we will need extensive radio and TV facilities. The 1948 televi-

(Continued on page 27)

NUMBER ONE box at the Chicago broadcast of the Old Gold *Original Amateur Hour*, benefiting cerebral palsy victims, was occupied by Mr. and Mrs. Herbert A. Kent (at r). Mr. Kent is president of the P. Lorillard Co., maker of Old Gold cigarettes. Talking with the sponsor are Tom Doughten, vice president of Lennen & Mitchell, New York, and James L. Stirton, general manager of ABC Central Division.

RADIO'S GROWTH

Lauded by Talmadge at NAB Dist. 5

NO INDUSTRY has ever grown as fast as radio, or "has meant so much to our people," Gov. Herman Talmadge, of Georgia, told over 100 broadcasters of NAB District 5 who opened a two-day meeting Thursday at the Hotel Ansley, Atlanta.

Greeting the southeastern broadcasters, Gov. Talmadge said that because of a "hostile press" he had been forced "to rely solely on radio to tell the other side of the story."

Presiding at the meeting, last of the 17 district sessions started last August, was Allen M. Woodall, WDAK Columbus, Ga., District 5 director.

Four new stations were received into NAB membership. They were WAGA Atlanta; WDWD, Dawson, Ga.; WSFA Montgomery, Ala.; WNDB Daytona Beach, Fla. Atlanta has been one of the weak spots in the NAB structure, with only one member station over a long period.

Speakers at the opening day's meeting included President Justin Miller, who reported on top-level headquarters activity; Robert E. Richards, public affairs director who presented the slide-film story of NAB's operation, a project developed by his department, and Richard P. Doherty, employe-employer relations director, who discussed labor and economic aspects of station operation.

Carl Haverlin, president of Broadcast Music Inc., told the story of BMI's achievement in saving broadcasters $65 million in copyright fees. Maurice B. Mitchell, vice president and general manager of Associated Program Service and original director of Broadcast Advertising Bureau, gave a 10-minute presentation on radio selling.

NPA REVISIONS

New Base Period, Cuts Seen

MODIFICATION of NPA's proposal to alter the basis governing future use of basic metals for civilian electronics equipment and an "imminent" order flatly cutting back aluminum by 20% or 30% were strongly indicated late Thursday by government officials.

A second similar order, applying to consumption of copper at the producing level, also was understood to be in preparation.

There were indications that National Production Authority may alter the proposed base period, tentatively set as the fiscal year ended last June 30, to embrace more recent months of high production. The modification may apply to all metals—aluminum, copper, nickel and cobalt—and probably would entail revision of the percentage scale of cutbacks in the light of revised base periods.

NPA authorities previously estimated limitations as ranging up to 20% or 30%, and proposed that set-makers be limited to consumption of a certain percentage of their average uses during a set period [BROADCASTING, Nov. 6, Oct. 30].

Aluminum Order

The "imminent" aluminum order, expected almost momentarily, drew sharp protests from the International Union of Electrical, Radio & Machine Workers. Its chairman, James B. Carey, declared that such orders would lead to "widespread dislocations of both business and employment."

NPA authorities would not comment on the modification covering proposed base periods to be used as guide-posts by manufacturers, but hinted that the time may be extended into the present fiscal year.

Extension of the base may give manufacturers an additional margin or higher average on which to draw basic metals, in view of production marks set during the Korean crisis, and thus indirectly serve to lessen the impact on communications-electronics output, an NPA authority said.

[Manufacturers turned out TV receivers at a new record rate in October, while radio set output for September 1950 doubled that of September 1949. Production of component parts also has jumped in comparison with last year. All four metals are used by manufacturers.]

Whether a modification of the order, with a larger base period, would have any immediate effect on set-parts output was a matter of speculation.

Sees Big Orders

On the other hand, Defense Secretary George Marshall told a Business Advisory Council of the Commerce Dept., at a meeting of industrial leaders at Sea Island, Ga., Nov. 5, that military orders will be large enough in the near future to allay fears that civilian cutbacks may bring a temporary recession in early 1951. These orders, he said, would take up any slack in industry caused by the government's emergency control program.

Secretary Marshall reportedly is drawing up a four-year program of military production to even out the flow of military orders and prevent shutdowns or layoffs.

Authorities felt layoffs were not a concern in the electronics industries which, generally, are not faced with conversion and other problems besetting other manufacturers. NPA officials cite as a major concern of set-makers and other manufacturers, however, the drain on certain specialists necessitated by military demands and the selective service system.

There also was talk in Washington last week that the government may create an overall planning agency—or possibly a requirements planning committee—to deal with allocations and priorities on the policy level, with operation divorced from the Commerce Dept.

The agency, which would be patterned after the War Production Board of the last war, would resolve problems of allocations and priorities, wage - price - rationing controls, etc. It would hold top priority over all present agencies now and correlate demands of the military, the ICC, Agriculture Dept. and Commerce Dept. Under such a setup, it is presumed that NPA as a unit, or at least its personnel, would be retained.

One NPA authority, far from discounting such a possibility, described it as "inevitable," but felt such a blueprint would not materialize before spring of 1951.

Agency Roles

The committee plan would be designed to give other agencies a larger role in allocations of machinery, and to marshal facts from the military at the top level. Each agency would outline its own needs. There was speculation that Mr. Harrison would head up any such group, making the decisions which would be subject to review by W. Stuart Symington, chairman, National Security Resources Board, and mobilization coordinator, and be implemented by the present NPA structure.

Still another proposal, though not actually confirmed, is that involving formation of a War Communications Board along the lines of the successor to the original Defense Communications Board [BROADCASTING, Nov. 6]. Functions of such an organization would serve to alleviate any manpower and material crises which may arise.

AFRA NEGOTIATIONS

Networks Continue Talks

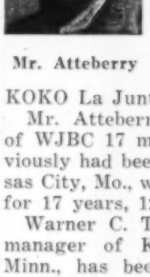
WITH a potential strike as a backdrop, networks continued negotiations with the American Federation of Radio Artists in New York last week. Although no strike seemed imminent, AFRA negotiators were authorized by the membership a fortnight ago to call a strike at their discretion. AFRA contracts with the networks expired Oct. 31, and with them the requirement by law of 30 days strike notice.

A network spokesman expressed confidence that no strike is in the offing, however, and that progress would be made when the parties meet again today (Monday).

NAME ATTEBERRY

Is Manager of KCOL

ELLIS ATTEBERRY, former manager of WJBC Bloomington, Ill., has been named manager of KCOL Ft. Collins, Col., by Herb Hollister, president of Northern Colorado Broadcasting Co., licensee. He reported for duty Nov. 8, replacing Dougl Kahle who resigned to devote fulltime to KOKO La Junta, Col.



Mr. Atteberry

Mr. Atteberry became manager of WJBC 17 months ago. He previously had been with KCKN Kansas City, Mo., where he had worked for 17 years, 12 as manager.

Warner C. Tidemann, a former manager of KATE Albert Le Minn., has been named manager of WJBC. Two years ago Mr. Tidemann left KATE for the insurance business. For the past several months he has been working as night supervisor and news editor of WQUA Moline, Ill.

NAB BOARD TALKS

Includes Reorganization

REVIVAL of plans to reorganize NAB into a divisional or semi-federated association is expected this week as the NAB holds its fall session at Washington headquarters.

Though talk has been heard among broadcasters that aural and television functions of the association should be divided, the subject had been confined to informal discussions prior to the NAB District 4 meeting at Williamsburg, Va., Nov. 2-3 [BROADCASTING, Nov. 6].

At Williamsburg the topic was brought up and the debate touched off the reorganization talk.

For several years the association has been through the wringer several times as board members have proposed reorganization plans. These discussions culminated during mid-1949 in audio-video divisions when the NAB board accepted the report of a committee headed by Clair R. McCollough, WGAL Lancaster, Pa., at that time a board member. This reorganization eliminated the executive vice presidency.

Then last February the board eliminated the divisional structure and created the office of general manager. William B. Ryan, KFI Los Angeles, was named to this post last April. Mr. Ryan told the Williamsburg meeting he has been studying plans for revival of the divisional structure.

Finance and membership committees of the board will meet today and tomorrow in Washington, with the full board sessions convening Wednesday and adjourning Friday afternoon. John F. Meagher, KYSM Mankato, Minn., is chairman of the membership group, which will take up the budgetary report of General Manager Ryan.

Clyde W. Rembert, KRLD Dallas, is chairman of the membership group. His committee will take up the whole membership problem, now less serious as the tide in resignations has turned in favor of additions. The committee will hear first reports of the field trip started less than a fortnight ago by Jack Hardesty, NAB station relations director.

The board will hear reports from the three basic committees set up by the NAB board last summer at Mr. Ryan's suggestion. These committees set the pace for a possible return to divisional thinking in the NAB operation. They represent AM, FM and TV.

Committee chairmen are: AM, Hugh B. Terry, KLZ Denver; TV, Robert D. Swezey, WDSU-TV New Orleans, and FM, Ben Strouse, WWDC-FM Washington [see summary of committee projects in the Nov. 6 BROADCASTING].

A meeting of Washington members of the FM Committee was held last Wednesday to review resolutions drawn up at the committee's August meeting. Attending were Mr. Strouse; Everett Dillard, WASH-FM Washington; Frank U. Fletcher, WARL-FM Arlington, Va.; Ed Sellers, NAB FM director, and Josh Horne, WFMA-FM Rocky Mount, N. C.

The group decided a resolution covering FCC rules on recorded program identification should be revised and dropped a proposal calling for board action on FM's place in the Broadcast Advertising Bureau operation because the board already has acted.

Board emphasis will be placed on such matters as promotion of aural radio, policy on excess profits tax legislation, NARBA, the Wisconsin ruling on giveaways (see story page 30) and defense activities of radio and television.

DINNER in honor of NAB President Justin Miller was held a fortnight ago in Columbus, Ga. More than 50 leading local business men attended along with (l to r) Ralph Sayers, mayor of Columbus; Allen M. Woodall, WDAK that city; Judge Miller; Maj. Gen. W. A. Burress, commandant, Fort Benning.

ABC LOAN FUND

Withdraws $1 Million

ABC, which announced last March it had arranged a stand-by credit of $2.5 million with the New York Trust Co., drew a $1 million loan from the credit last month, it was learned last week.

The $1 million was borrowed on a five-year note, with the principal to be repaid on or before Nov. 1, 1955. Interest will be paid at the rate of 3% per year on the outstanding principal.

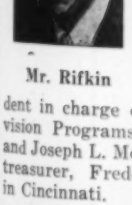
It could not be learned what ABC would use the money for.

ZIV PROMOTES

Gordon, Rifkin, Moore Named

FREDERIC W. ZIV CO. has announced the promotion of three of its staff to new executive positions.

Herbert Gordon has been appointed vice president in charge of production, Frederic W. Ziv Co.; M. J. Rifkin was named vice president in charge of sales, Ziv Television Programs Inc., New York, and Joseph L. Moore was appointed treasurer, Frederic W. Ziv Co., in Cincinnati.



Mr. Rifkin

Mr. Gordon

TIME RATES

Stolzoff Addresses Mich. Radiomen

STATION management problems concerning the competition of other advertising media, including television; structure of national and local time rates, and constructive sales technique were outlined Friday at the Michigan Assn. of Broadcasters meeting (see earlier story page 35) by Jerry S. Stolzoff, vice president and radio and television director of the Cramer-Krasselt Agency, Milwaukee. He spoke to members of the group in the Hotel Olds at Lansing on "What I Would Do Today If I Owned a Radio Station."

Predicting that "radio and radio stations may still have their biggest sales and success stories lying ahead," Mr. Stolzoff nevertheless believes the industry has entered "a new era," to which some stations may not be able to adjust. "Those stations will die; but the future is bright as can be for those who make the adjustment to today's radio picture."

Basic to this adjustment is a comprehension of radio's place among media. Two reasons why radio "in many respects is the most peculiar of all advertising media" are that it is one of the few with "no easy, quick check on circulation" and often does not require a large financial investment. "The duplication and multiplication of radio rating services has been confusing and progressively more expensive," Mr. Stolzoff said. Referring to money invested, he said he knew of several stations costing less than $14,000.

As a radio man, Mr. Stolzoff said he would first "admit that television has a tremendous advertising power, but I would stop measuring TV in terms of radio with pictures." Radio men "need to acknowledge radio as a fully grown, completely matured and accepted form of home entertainment and as a prime advertising medium." Secondarily, radio should consider who its competition is.

Keep Perspective

In or out of a TV market, "I would regard television as a competitor, but only as I so regard other radio stations, newspapers and magazines in that market. I would keep in my mind TV's weaknesses and its strength."

"But, above all, my belief in the power of radio would be my selling point," he said.

Referring to daytime TV, the speaker called it "dangerous" to look at figures for nighttime TV audiences and assume they can be projected "into those long hours from 8 in the morning until 7 at night." Despite the "tremendous success" of daytime TV, now and in the future, "there still remain many chores to be attended to by the housewife until Americans become completely streamlined. Radio does a splendid job of fitting into the housewife's picture—it is the background for her work day."

Mr. Stolzoff also noted the "fatigue point" in TV. "Milton Berle jumps up and down and throws custard pies; a minimum of three people are stabbed to death on *Lights Out;* 12 acrobats jump up and down on one another's shoulders on *Super Circus,* and machine guns rattle away in the latest film from North Korea. The human body can stand only so much, and the same must be said for the human mind. There comes a point where there is a need to relax during the evening, and our good old friend radio is there.

"I would be tempted, in the light of high pressure video entertainment, to do those things which radio does best and which television does not yet do well." He suggested "soft, easy-going music, up-to-the-minute news and a studied avoidance of those types of programs which television advertisers and networks are doing successfully and in quantity."

Referring to "negative selling" used by many radio men, Mr. Stolzoff cited pitches "based almost entirely on the fact that nobody

(Continued on page 31)

Election Coverage

(Continued from page 23)

operative basis. With maps and charts on the studio walls, results were presented visually with interpretation by Mr. Swayze, Ben Grauer, Robert McCormick, Radcliffe Hall and David Brinkley. Switches to important cities were made for other key interpretations.

Both radio and TV networks of NBC concluded at 2 a.m. the following morning.

MBS coverage featured seven continuous hours with more than 168 separate pick-ups throughout the country. It began at 7 p.m. and continued without interruption until 2 a.m. the following morning. News Director Milton Burgh coordinated the entire coverage from New York. Arthur Feldman, head of special events, coordinated the pick-ups from around the country. Harold Wagner, director of program operations, supervised air production and station traffic, assisted by John Newhouse, Hugo Seiler, Idella Grindlay, Jack Fern, and Joseph Keating.

MBS Coverage

MBS commentators, speaking from points throughout the country, announced results and their interpretations of them. Gabriel Heatter, Everett Holles, Fred Van Deventer, Frank Edwards, Bill Henry, Robert Hurleigh, Fulton Lewis jr., Joe McCaffrey, Les Higbie, William Hillman, Cedric Foster, Bill Cunningham, Arthur Van Horne, and Ed Pettit participated. Also, MBS reporters from Louisville, Indianapolis, Detroit, Miami, Denver, Salt Lake City, Los Angeles, San Francisco, Omaha, Minneapolis, St. Paul, Washington, Philadelphia, Cincinnati, Cleveland, Columbus, Baltimore, and St. Louis.

In the course of MBS pickups, many of the prominent figures of the election were heard, including Gov. Dewey, Sen. Lehman, Sen. Millard Tydings (D-Md.), Sen. Taft, Sen. Charles Tobey (R-N. H.), New York Mayor Vincent Impellitteri, Sen. Lucas, Sens.-elect Everett M. Dirksen (R-Ill.), and Richard Nixon (R-Calif.).

ABC began its radio coverage with Edwin C. Hill and *The Human Side of the News* at 7 p.m. and continued reporting until 2 a.m. Its television coverage began with Taylor Grant's *Headline Edition* at 8:30 p.m. and continued until 1 a.m.

Using what the network calls its "patterned plan," with coverage built upon seven regional areas, and Elmer Davis and John Daly heading up its staff, ABC reported a "record-sweeping round-up."

Thomas Velotta, vice president in charge of news and special events, and John T. Madigan, director of news, provided over-all supervision.

Regional areas were reported by Erwin D. Canham, Martin Agronsky, John Edwards, H. R. Baukhage, Paul Manning and Bob Garred. John B. Kennedy covered the New York mayorality campaign, with sidelights by Walter Kiernan and Robert Montgomery. The larger election scene in New York State was reported by Taylor Grant, Gordon Fraser, Pauline Frederick, George Sokolsky, Ted Malone, Don Gardiner and others.

TV cameras picked up the candidates at their various headquarters. Sen. Taft in Cincinnati, Gov. Dewey in New York, and Gov. Chester Bowles in Connecticut appeared before ABC cameras.

ABC-TV also telecast the "City Room" atmosphere of feverish activity at the network's election-reporting center in New York, with Walter Kiernan explaining what was going on.

WPIX Gimmick

A television reporting gimmick used by WPIX (TV) New York which may find wider use was a moving news tape telecast across the bottom of the picture, permitting the viewers to keep up with the news and at the same time enjoy the regular programs. Dan Grabel and Louis Garaventa, of its news staff, spliced bulletins into the tape, which was kept six minutes ahead of telecasting. An assembly line was set up in the WPIX projection room, with a tape recorder and operator. The tape was fed automatically through a Baloptican machine at 60 words per minute and reflected by mirrors to the television camera, adjusted to reading size.

Dumont network and WABD (TV), New York began full network coverage to six cities at 11:30 p.m. Using pooled facilities with ABC and WPIX and with national coverage and commentary provided by Newsweek magazine, DuMont provided extensive coverage under the supervision of James Caddigan, director of programming and production; Harry Coyle, manager of the remote department, and Marion Glick, news editor.

WNYC, New York City's municipal station, assisted by 300 volunteers at pickup points and continuing its coverage after 10 a.m. over WOR-FM New York, broadcast city and state returns until 1 a.m. It was assisted not only by the volunteers but by WBEN Buffalo, WAER (FM) Syracuse, WPTR Albany, and WWNY Watertown, as well as the state's "ham" operators, the New York State Amateur Radio Network. In turn WNYC fed its reports to seven New York city stations: WINS, WOR, WOV, WNEW, WHOM, WWRL, and WMCA.

Highlights of coverage by individual stations reported to BROADCASTING follows:

Stays on Until 4 a.m.

WTOP-AM-TV Washington — (Radio) stayed on the air until 4:10 a.m. Griffing Bancroft, Bill Shadel and Joe Wershba reported from capital, with pickups from party headquarters and local returns every half hour. (Television) Solid news coverage from 10:30 p.m. to 2:15 a.m. with CBS-TV cut-ins. Walter Cronkite, Alex Kendrick, Claude Mahoney and Bill Downs gave all returns. Informal show from election newsroom. Local portion sponsored by Simon Distributing Co. (Motorola).

WPTZ (TV) Philadelphia—Fed speech by Sen.-Elect James Duff to Pennsylvania State Television Network, including WGAL-TV Lancaster, WJAC-TV Johnstown and WICU (TV) Erie.

KOA Denver—Started regular coverage at 10:15 p.m. from *Denver Post* newsrooms and continued until late hours. Returns also on regular newscasts. Production supervised by Bill Day, manager of news, press and public affairs.

KECA-TV Los Angeles—Started at 6:30 p.m., with returns scheduled for every half hour. Production under Frank LaTourette, news and special events director, ABC Western Division, and directed by Dik Darley. Campana Sales Co. sponsored 6:30-45 p.m. returns and from 11 p.m. on until conclusion. Newsmen included Hank Weaver, James T. Vandiveer, Bob Garred and Harry Flannery. Station used Telefex rear screen projection, charts, blackboards, candidates' photographs.

KLZ Denver—Sheldon Peterson, news director, supervised local election bureau staff of 30. Station maintained direct wire lines to key points, including party headquarters. Utilized direct pickups, mobile unit tape reports, telephone-recorded interviews, and featured interviews with Sen. Eugene Milikin (R-Col.) and state Republican and Democratic officials. Concluded with election roundup by staff.

WJR Detroit—Started returns at 8:30 p.m. Utilized all press services and direct pickups from Cleveland and Columbus. Aired special broadcasts from headquarters of Gov. Mennen Williams and his opponent, Harry F. Kelly. Continuous reports from 10:15 p.m. to 2 a.m. (save 11 p.m. news) sponsored by Sinclair Refining Co.

WMAR-TV Baltimore—Featured correspondents of *Sunpapers'* locally plus CBS-TV coverage. Started at 7 p.m. and continued until after 2 a.m. David V. Stickle, director of TV news programs, was coordinator. Used charts to keep Baltimore posted on candidates. Sponsored locally by Wiessner Beer.

WNBW (TV) Washington — John Cameron Swayze, Ben Grauer and Robert McCormick reported locally. Used mobile units for pickups from Republican and Democratic Committee headquarters. Gave complete coverage of Maryland and Virginia elections. Coordinated by William McAndrew, general manager. Also NBC-TV cut-ins.

WEEI Boston—Aired five-minute returns beginning at 8:30 p.m. at half-hour segments, and also 10-11 p.m. and 11:20-12 midnight periods. Twelve-man election reports team headed by Charles Ashley, chief news editor. Sponsored by Lincoln-Mercury Dealers of Greater Boston.

WLAW Lawrence, Mass.—Coop-

INITIAL broadcast Nov. 6 on Liberty Broadcasting System by Commentator Raymond Swing (center) was marked by a party at Liberty's Washington outlet, WOL. Extending congratulations are Johnny Dunnagan (r), regional vice president of LBS, and James Moore, manager of Peoples Broadcasting Corp., WOL licensee.

DILWORTH DRIVE

Puts Platform on Radio-T

DEMOCRAT candidate for t governorship of Pennsylvan Richardson Dilworth, went do to defeat before his Republican o ponent, John S. Fine, but he c ried his platform right to the pe ple with radio and television.

Prior to the election, Mr. D worth, a state auditor, employe the talents of Suzanne Robert well-known Philadelphia actres producer, to build radio and T programs. Video shows we placed on WFIL-TV Philadelph and WDTV (TV) Pittsburgh. H used 15-minute dramatic shows re ularly in weeks before the electio

Mr. Dilworth supplemented th shows with filmed spots, which h distributed among Pennsylvani TV outlets and to homes of in terested supporters. It was th "first time a political candidate ha used musical programs on TV," according to Mrs. Roberts, wh also produced political dramati plays and spots for radio and tele vision last year.

Election Laughs

TWO Philadelphia stations had time for laughs on election night. When Fred Maness, WCAU announcer, interviewed a girl worker at Democratic headquarters, she looked at the Ford Dealer sponsor shield and addressed him as Mr. Ford. WFIL Philadelphia found out that it really pays to advertise. During the height of excitement on election night a man walked into WFIL with a ballot box filled with votes, the padlock still on. He wanted to turn the votes over to WFIL. He had heard the station's announcements: "Keep tuned to WFIL for election returns."

erated closely with Boston *Record-American*. Presented Gov. Paul A. Dever, re-elected, in victory message. Newspapers used news stories on broadcast as advance promotion. Station had pickups from pre-balloting spots. Station also aired message by Labor Secretary Maurice Tobin.

WAER (FM) Syracuse, N. Y.—Syracuse U. station recruited 162 election-ward reporters from campus radio and journalism classes. Aired returns and fed local results to WNYC New York. Employed well over 200 people in election coverage.

WFIL Philadelphia — Fed election returns to all stations on the Quaker State Network, including more than 20 stations throughout Pennsylvania. John Cummings and Gerson Lush, political writers of the *Philadelphia Inquirer*, were interviewed as part of the election program.

WIBG Philadelphia—Stayed on the air until 3 a.m. Station carried interviews with Sen. Francis Myers and Richardson Dillworth, Pennsylvania Democratic candidate for governor.

WIP Philadelphia—For a special feature, station had Mary Biddle, director of women's programs, interview the women who were running for office, and the wives of some of the candidates. WIP also had a roundtable program at 9 a.m. Wednesday morning of all staffers giving the latest election news.

WPEN Philadelphia — Used a tape recorder to get the reaction of the crowd. People at the election poles were interviewed, as well as in the center city area.

Additionally, all Pittsburgh radio and TV stations cooperated to give complete coverage of returns in the local, state and national races because of the newspaper strike. Continued service until early hours of the morning. Committee of station personnel, at request of the publishers, also took over the Allegheny County vote gathering agency — Tri-State News Service. Stations augmented regular staffs with newsmen from shut-down papers. Results outside county were furnished by AP, UP and INS.

BATTLEFIELD RADIO

Producing 'Block' Units

FASTER and more flexible communications will be brought to the battlefield through a new series of Army Signal Corps radio component units now in production by Raytheon Mfg. Co., Garrod Corp., and a dozen other manufacturers, the Dept. of Army announced Nov. 4. The new units, when connected together in various combinations, produce a variety of completed sets.

Thirty different radio sets can be obtained by varying the combinations on the principle of "building blocks," application of which not only affords flexible communications but economy of procurement. Blocks are manufactured separately.

CARRIED away with nostalgic memories on beginning 20th year of *Moon River*, station's music-poetry program, WLW Cincinnati announcers remained at the microphone Oct. 27 until 4 a.m. to air congratulatory messages and answer phone calls from listeners. This quartet, identified with the program for many years, consists of (l to r): Peter Grant, Ken Linn, Bill McCord and Bill Brown. NBC picked up the midnight program, which gave a start to many famous entertainers. Two organists augmented announcers and a battery of telephones were installed. Format of the program, which has remained unchanged throughout the years, is credited by WLW to Ed Byron, producer of *Mr. District Attorney*.

Campaign Costs

(Continued from page 23)

sion pool taught many lessons and this experience will be put to practical use in 1952. That 1948 job was a frontier crossing.

"Radio provides the only way a member of Congress can talk regularly and directly to his people within a few hours, and keep them up to date on what's happening in Washington. Our members regard weekly radio reports to their constituents as important weekly events."

Party Expenditures

According to a report filed with the Clerk of the House of Representatives, detailing campaign expenditures, the Democratic National Committee spent $55,391.05 for TV broadcasting and $79,827.67 for radio broadcasting. Negotiations were handled by the Biow Co., New York, which handles the committee account.

The total figure for the Chief Executive's only frankly partisan broadcast, coupled with an approximate $40,000 outlay for major addresses of Administration officials on CBS and MBS last month [BROADCASTING, Oct. 23], signified that the national committee had spent between $175,000 and $200,000 for radio and video time before the Congressional election. Additionally, individual Democratic incumbents and aspirants used the media in their own constituent areas.

By contrast, the Republican National Committee's national outlays were limited to $15,400 reportedly expended for Harold Stassen's reply on MBS to the President's speech. This figure was subject to modification for rebates covering stations which did not carry the broadcast. The President's address was carried by the four major radio and television networks [BROADCASTING, Nov. 6].

The GOP was hampered considerably by lack of funds as indicated by a comparison of expenditures since the beginning of the year. The Democratic National Committee spent more in September and October than its counterpart Republican group did since Jan. 1, according to their reports.

A last-minute ABC-MBS regional hookup was arranged Monday night by friends of Sen. Joseph R. McCarthy (R-Wis.). The network is understood to have cost about $20,000. It was directed to states where the GOP had Senatorial contests.

The Republican committee reported a substantial demand for a series of six TV films. Judging by orders for the films, Mr. Ingle said, they provided basis for at least $100,000 in TV time purchases.

The Democratic National Committee reported considerable expenses during the Sept. 1-Nov. 2 period for "services rendered" by WCFM (FM) Washington, cooperative station, and its program director, Sid Slappey. Many recordings were pressed at WCFM, which handled disbursements for Columbia Recording Inc., according to Ken Fry, radio-TV director of the committee.

WCFM Report

According to the report, WCFM received checks totaling $6,060.36 for "recording tape, copy, editing, and supplies" during the two months. Disbursements to Mr. Slappey were placed at $51.80.

Other companies which furnished recording or transcription services included NBC New York, $12.71; KXLY Spokane (Symons Broadcasting Co.), $30; KARM Fresno, Calif., $23.95; Pekin Broadcasting Co. (WSIV Pekin), $237.49; Louis Aiken, James Beattie Adv. Agency, Washington, $36.70; Evening Star Broadcasting Co. (WMAL-AM-FM-TV Washington), $25.26; Washington Video Productions, $44.16.

Sound Studios Inc., Washington, was used heavily by both the Democratic and Republican National Committees, according to their periodic reports. Funds were expended for recordings. The Democrats recorded a sum of $259.54, while the GOP committee revealed expenditure of $69.16.

The Democratic national organization also parceled out $1,200 checks to campaign committees on behalf of such FCC critics as Rep. Harry R. Sheppard (D-Calif.), Rep. Francis Walter (D-Pa.), and Reps. Peter W. Rodino Jr. (D-N. J.), Hugh J. Addonizio (D-N. J.) and Peter F. Tauriello (D-N. Y.). Rep. Frank Buchanan (D-Pa.), chairman of the House Select Lobbying Investigating Committee received a $1,200 donation, and Rep. Robert Crosser (D-Ohio), chairman of the House Interstate Commerce Committee, $750.

Radio-TV Expenditures Seen

It was presumed that a portion of these funds were expended on some radio-TV activities, especially in key pivotal areas.

The committee reported total disbursements of $848,425.30 for the period Sept. 1-Oct. 27 and $120,828.98 for Oct. 28-Nov. 2—during the heat of pre-election activity. Allowing for President Truman's single-shot major radio-TV address, the committee reported a bank balance of $177,616.65 as of Nov. 2.

Among the contributions listed by the committee was a check for $2,500 on Sept. 6 from Barry Bingham, Louisville *Courier-Journal* and *Louisville Times*, licensee of WHAS Inc. (WHAS-AM-FM-TV), a subsidiary.

The Republican National Committee has operated in the "red" since Jan. 1, 1950, with expenditures of $727,237.24 far exceeding total contributions of $705,450.62 up to Nov. 2—a fact which served to divert funds originally slated for radio-television media.

Extent of time purchased by individual candidates was not, of course, known, although GOP officials said that radio-TV funds probably had been cut as much as 50% across the board.

Such coverage as that launched

(Continued on page 28)

NBC's Experts

WHEN IT COMES to predicting election results, NBC doesn't need to consult professional pollsters. It can turn to its own experts in the news department. Some 40 newsmen assembled in NBC New York studios Tuesday to handle election coverage conducted a contest among themselves on predicting results of national campaigns. Tieing for top honors were Ray Henle and Ned Brooks—who guessed wrong on only three out of *all* national campaigns.

Campaign Cost

(Continued from page 27)

by Sen. Edward Martin (R-Pa.), who campaigned over a statewide network through WJPA Washington, Pa., and in Illinois, Missouri, Nebraska and Indiana, presumably accounted for purchases of some radio and television time on the local levels.

New York Gov. Thomas E. Dewey reportedly spent a substantial sum for radio and TV time in New York last Monday. Sen. Robert Taft (R-Ohio) also used radio-TV on a large scale in Ohio.

Most of the GOP national committee's transcription services were furnished at the Capitol's Joint Senate & House Recording Facility, which was reimbursed with eight checks totaling $9,948.55.

The committee also listed "Audio and Video Productions, Old House Office Bldg.," for amounts of $216, $373.95, $70—a total of $659.95—for "transcription services and radio broadcasts," bringing the total for recordings on Capitol Hill to $10,608.50.

Other Expenditures

Other expenditures included such recipients as WWCO Waterbury, Conn., $136.42, and Jaqua Co. (transcriptions), Grand Rapids, Mich., $7.50. One of the contributors to the national committee was Sen. Karl Mundt (R-S. D.) with $60.

New York State and city radio-TV stations were deluged with requests for air time by managers of candidates who appealed at the 11th hour for voting approval at the polls. Close races for the New York gubernatorial and mayoralty posts brought unprecedented demand for radio-video time on election eve. Forty-eight radio-TV appearances were booked.

Mayor Vincent Impellitteri spoke Monday evening over WMCA New York and also appeared before the TV cameras of WPIX (TV), the *New York News* station. Rep. Walter A. Lynch, Gov. Dewey's Democrat-Liberal opponent, also took to television with addresses over WOR-TV, WNBT-TV and WCBS-TV, beginning at noon Monday. Gov. Dewey conducted an 18-hour radio-TV marathon (see separate story).

Sen. Herbert Lehman, who swamped Lieut. Gov. Joseph R. Hanley, his Republican opposition, spoke on a CBS state-wide network. Ferdinand Pecora, Democratic-Liberal candidate for mayor, spoke over WNBC and WQXR, while Edward Corsi, Republican nominee, aired two talks, one on WJZ and the other on WOR, with a rebroadcast carried by WNBC.

Time purchases were not revealed by New York radio-TV stations, but it was believed that the expenditures exceeded those of any previous Congressional campaign.

GOP RADIO-TV

Lauded by Party Leaders

RADIO and television were an "enormous factor" in the gubernatorial victory of Gov. Thomas Dewey in New York, Ed Ingle, radio-TV director of the Republican National Committee, told BROADCASTING Thursday.

Mr. Ingle noted that Gov. Dewey earlier had promised to learn more about the "fascinating" medium of television, and added that he certainly "made good" on it. He also pointed out that Sen. Robert Taft (R-Ohio) had used broadcast media extensively in his Ohio campaign to good advantage, and felt other GOP candidates would do well to look into the possibilities of television.

Republican headquarters officials in New York also expressed belief Tuesday evening that Gov. Dewey's radio-TV marathon had done much to put him over the top for his third term in the Empire state.

IT WAS Dancer-Fitzgerald-Sample Day Nov. 2 when J. James Neale, vice president and radio director, and Stanley Pulver, timebuyer, D-F-S, were guests at the National Assn. of Radio Station Representatives Spot Radio Clinic luncheon, held at New York's Biltmore Hotel. L. to r: Mr. Neale; Fred F. Hagues, George P. Hollingbery Co.; Mr. Pulver, and Thomas Campbell, Branham Co.

METROPOLITAN GROWTH

Suburbs Greatest

METROPOLITAN areas—168 of them—comprised 83,929,863 of the total U. S. population of 150,697,361 as of April 1, 1950, according to preliminary figures released by Roy V. Peel, director of the U. S. Census Bureau.

(Population figures for the 168 metropolitan areas as well as the 3,070 counties were printed in the BROADCASTING MARKETBOOK Aug. 14. The Census Bureau figures vary only slightly from the bureau's current preliminary data. Final census figures are now being compiled.)

Four-fifths of the population growth in the last decade occurred in cities over 50,000 according to the bureau, their gain amounting to 14,653,382 persons, or 21.2%. In general the communities on the outskirts of large cities grew much faster than central cities themselves or other parts of the nation.

Nearly half of the nation's population increase took place in outlying communities, with the trend pointing to increasing urbanization. Growth rate of middle-sized metropolitan areas was 24.7% compared to 18.2% in very large and 22.5% in very small cities. The Census Bureau suggested that in general the smaller metropolitan areas have not yet reached the stage of maximum development.

Metropolitan areas of 100,000 or more had 41.8% of their total population outside the central cities, whereas smaller areas had only 29.6% of their population in outlying parts. In the case of metropolitan areas under 100,00, population growth is more heavily concentrated in the central cities than in larger cities.

"Cities in which central areas are growing faster than suburbs are concentrated in the south, which has 25 of the 34 areas in this class," Mr. Peel declared. "The metropolitan centers of the south appear not to have reached a stage of development in which the growth of suburban communities is as marked as elsewhere in the country.

"In 1950, there were 40 standard metropolitan areas with less than half their total population in their central cities. These range from areas centering on such large cities as Los Angeles, Boston, Pittsburgh, and Atlanta, to the relatively small areas surrounding cities of the size of Orlando, Fla.; Asheville, N.C.; and Jackson, Mich.

"These standard metropolitan areas lie in 19 states, largely in the northeast and the south, but are most numerous in two states, Pennsylvania and California. In Pennsylvania, 9 out of 13 standard metropolitan areas have more than half their population outside their central cities, and in California 6 out of 8 areas are of this class.

Population Losses

"Of the 168 standard metropolitan areas, 161 gained population between 1940 and 1950, and 7 lost population. The areas with population losses were Altoona, Johnstown, Scranton, and Wilkes-Barre-Hazleton in Pa.; Duluth, Minn.-Superior, Wis.; Wheeling, W. Va.-Steubenville, Ohio; St. Joseph, Mo.

"In each of these areas except the Duluth, Minn.-Superior, Wis., area, the central cities also lost population. Of the 161 standard metropolitan areas that gained population, 90, or slightly more than half, had increases of 20% or more, and 43, or slightly more than a fourth of all standard metropolitan areas, had increases of one-third or more. One area, that of Albuquerque, N. Mex., with an increase of 110.4% more than doubled.

"In the territories and possessions of the United States there are four standard metropolitan areas, none of which has a population as great as half a million. The largest of the four areas is that of San Juan, P. R., which had a population of 464,956, and is slightly smaller in population than the Memphis, Tenn., standard metropolitan area which ranked 36th in size in continental United States.

"It is the only standard metropolitan area in the territories and possessions to have more population in its outlying parts than in its central city and to have a greater rate of growth in the suburban portions than in the central city.

"The Honolulu, Hawaii, standard metropolitan area has a population of 347,529, slightly less than that of the Wheeling, W. Va.-Steubenville, Ohio, area, which ranked 48th in size in continental United States. It is the only standard metropolitan area in the territory of Hawaii and contains more than 70% of the population of the territory. The other two standard metropolitan areas outside continental United States are the Ponce and Mayagüez areas in Puerto Rico, with populations of 126,451 and 87,098 respectively."

Mr. Peel released preliminary population counts for 3,700 counties, 29 independent cities, District of Columbia, and Yellowstone Park.

Nearly half the counties lost population, and nearly a quarter lost 10% or more during the last decade, he said. "Of the 3,1[illegible] counties and similar areas," he declared, "1,543, or 49.7% lost population, and 720, or 23.2%, lost 10% or more. Of the 1,560 counties which gained population, there were 864 which gained 10% or more, 498 which gained 20% or more, and 28 which gained 100%

(Continued on page 89)

IOWA SURVEY REPORTS STARTLING LISTENERSHIP!

Average Iowa Family Listens 13 Hours Per Day!

Although much research has been done on the total *amount* of radio listening that occurs in the average home, most studies—whether interviews, telephone surveys or mail questionnaires—have been handicapped by some aspect of their technique. *One result is that the number of total listening hours per day in an average home has been seriously underestimated for many years.*

Now the Diary Study of the 1950 Iowa Radio Audience Survey* reveals some thoroughly reliable and rather startling facts about the amount of listening per Iowa home. It shows that the average Iowa family listens to the radio a total of 13.95 "listener-hours" per weekday! The total is a little less on Sundays but jumps to 15.59 on Saturdays!

These figures were compiled from 48-hour diary records voluntarily kept at the time of listening by family members of 930 Iowa homes. They include *all* the listening to *all* sets in the home by *all* members of the household over four years of age. Here is the breakdown:

NUMBER OF HOURS AVERAGE IOWAN SPENDS LISTENING TO RADIO, DAILY

(Figures are in hours, being total hours reported, divided by number living in Diary homes)*.

	TOTAL, (Average Home)	Average Woman Over 18	Average Man Over 18	Average Child 12-18	Average Child 4-11
Average Weekday	13.95	6.67	4.05	2.61	2.91
Saturday	15.59	6.60	3.80	3.44	3.72
Sunday	13.52	5.86	4.35	4.41	4.19
Weekdays:					
Urban homes	13.24	6.15	3.87	2.79	3.48
Village homes	12.51	7.20	3.84	2.54	2.41
Farm homes	15.47	7.10	4.27	2.52	2.62

*A total of 100,294 different "Listener-quarter-hours" are represented in the figures.

Aside from the impressive totals, there is added significance in the fact that of the 13.95 weekday hours of listening, 6.67 hours were registered by the average adult woman and 4.05 hours by the average adult man. In other words, *less than a quarter of the total listening recorded in Iowa homes is done by children under 18 years of age!*

WHO, of course, continues to get the greatest share of Iowa listening. Out of 57 Iowa AM stations, WHO is "listened-to-most" by 37.5% of Iowa's radio families, daytime, and by 43.9%, nighttime.

The 1950 Edition of the Iowa Radio Audience Survey contains many new and important facts about listening habits in general and Iowa in particular. Write for your free copy, today!

48-HOUR DAIRY PROVEN RELIABLE

The reliability of the 48-hour, diary-type radio survey used in the 1950 Iowa Radio Audience Survey was established by a study conducted in January, 1949, by Dr. Arthur Barnes of the State University of Iowa. He obtained a ten-day diary record from 368 families in 41 Iowa counties. A careful comparison of the first three days of listening with each corresponding day of the week (eighth, ninth and tenth days of the diary) showed no tendency on the part of diary families to "listen more" when the diary was first started.

*The 1950 Iowa Radio Audience Survey is the thirteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with 9,110 Iowa families and diary records kept by 930 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms. It is a "must" for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.

National Representatives

Radio Rate Hike

(Continued from page 19)

products and services."

Agreeing with the broadcast claim that rates are reasonable is the spokesman for one of the largest retail operations in the nation, Allied Stores, operating some two-score major department stores all over the U. S. The Allied executive, Walt H. Dennis, radio-television director, told BROADCASTING:

"In general, radio rates are too low."

TV rates are "very fair" at this stage of its development, Mr. Dennis said, with advertisers getting a good value for their television dollar as they reach a high percentage of the available audience.

Mr. Dennis contended television "will be the greatest advertising and selling force, on a dollar-for-dollar basis, in media history."

But the Allied executive pointed a warning finger at broadcasters on the subject of rates. "I think the greatest damage radio ever did itself, despite attempts to stop it, was to permit the ruinous practice of deals. Only a few radio operators have maintained a legitimate rate card. Our company deals with many radio people. I do not believe there is such a thing as a legitimate rate card.

Closer Relationship

"With development of so many independent and FM stations, all competing for the radio dollar, there now exists what almost amounts to a relationship between account man and client."

Asked about Allied's radio-TV budget, Mr. Dennis said the radio expenditures of its stores are down perhaps 20% but added that 70% of every television dollar spent by Allied is new money and not diversions from other media (see Dennis story, page 40).

Agreeing with Mr. Dennis on the evils of rate-cutting was Harold Essex, WSJS Winston-Salem, N. C., NAB District 4 director. "Who knows what a rate is these days?" he asked in condemning such practices.

Views of a score of District 4 broadcasters representing all segments of the industry follow:

Ben Strouse, general manager of WWDC Washington—"We are revising the low end of our local rate card and raising both transit and combination transit-AM rates for local accounts. Research studies show rates are too low."

Keith S. Byerly, sales manager of WBT-AM-TV Charlotte—"Everybody is under-selling. Rates are too low. We recently revised our rate card upward. Rates are too low all through the industry and may go up more. We will issue Rate Card No. 4 for TV Jan. 1, with rates going up as the audience increases."

Edward E. Edgar, sales manager of WGH Newport News, Va.—"We are holding the line on rates. Right now we have more national and local business than anytime in history, though network business is down. We haven't lost a client to TV, which has been in the Norfolk area six months. The number of AM stations in the area has increased from two in 1944 to nine, plus television. We still have a tremendous AM story to tell. There is less big program business but national announcements are up."

Philip P. Allen, manager of WLVA Lynchburg, Va. — "We raised rates two years ago. Something has to be done. Newspapers have raised their rates several times. That leaves less advertising money for radio."

Norfolk Situation

Campbell Arnoux, president of WTAR-AM-TV Norfolk—"We are sold out after 5 p.m. on television. Compared to magazines and newspapers, radio rates are down in the mud and always have been. The 50% day-night rate ratio is bad. Daytime radio is worth considerably more than half the nighttime rate. Actually, the daytime rate should be two-thirds the nighttime rate, based on actual circulation and results. We started with a $175 television rate last April, increased it to $250 Aug. 1 and plan another increase Jan. 1. Anyone in a market over 150,000 who doesn't get into television is crazy."

G. Richard Shafto, manager of WIS Columbia, S. C.—"Rates are in for adjustments, both ways. The rising demand for daytime radio justifies higher rates. There is a real need to sell nighttime local advertising though it may necessitate a readjustment downward to encourage advertisers to buy, even in non-TV markets. We're raising daytime rates."

Richard H. Mason, manager of WPTF Raleigh, N. C.—"WPTF raised its rates in October. We have been selling radio short too long. We increased rates all along the line."

Gaines Kelley, general manager of WFMY-FM-TV Greensboro, N. C.—"AM rates are too low. Broadcasters made their big mistake in the last war by not increasing rates commensurate with the service they provided. As a TV operator I'll not make that mistake. Our TV rate started at $150 last year and was raised to $200 in July. We have a circulation of around 30,000 and another increase is due Jan. 1. Our FM circulation, too, is increasing. The big problem is to get sets from manufacturers. I feel FM rates are much too low.

Mr. Essex—"Rates in general are OK if stations stick to their cards. Who knows what a rate is these days? WSJS increased local rates less than a year ago. We have no present plans to raise rates."

Doug Freeman, commercial manager of Metropolitan Network, Washington—"Too often broadcasters tend to sell their services too cheaply, if results are measured aginst those from other media. The joint sale of facilities of five independent stations in Washington should bring strengthening and possible increase of the entire radio rate structure in this crowded market with its 5 AM, 11 FM and 4 TV stations."

M. L. Wilmer, president of WREL Lexington, Va.—"Our costs are up, more sets have been sold so we are considering an increase. We have no daily papers in Lexington and feature local interest programming."

Charles E. Seebeck, sales manager of WTON Staunton, Va.—"WTON hasn't raised rates since 1946. The answer is volume business, not higher rates."

Frank U. Fletcher, co-owner of WARL-AM-FM Arlington, Va., NAB FM director-at-large—"We are re-evaluating the situation."

Jack Weldon, WWOD Lynchburg, Va.—"Costs are up and we are selling more. Our rates haven't been raised in four years. It's about time to do something."

Calvin T. Lucy, manager of WRVA Richmond—"We should maintain present rates and certainly shouldn't reduce them. Business is fine."

Earl J. Gluck, president of WSOC Charlotte, N. C.—"Costs are up but we're trying to hold them down."

N. W. Kidd, manager of WAYE Waynesboro, Va.—"Our costs are down. We plan no rate increase."

John W. Harkrader, commercial manager of WDBJ Roanoke, Va.—"Our costs are continuing upward. We are considering a rate increase."

Arthur W. Gates Jr., general manager of WYVE Wytheville, Va.—"We have just been on the air a little over a year. Our costs are down a little,"

James H. Moore, vice president of WSLS Roanoke, Va.—"We increased our rates late in 1948 and certainly are not going to lower them. Our percentage of cost increase has been lowered. Stations should study the day-night rate differential. Daytime rates are too low."

E. S. Whitlock, general manager of WRNL Richmond—"We haven't raised rates since 1946, and feel they are low. We have more listeners now."

Joseph Martin, manager of WDSC Dillon, S. C.—"Our rates are in line with the competitive situation. We have had only slight increase in costs in the last four years."

GIVEAWAYS

Wisconsin Broadcasters Meet Set To Discuss Issue

WHAT to do about the legal hassel over giveaway programs in Wisconsin will be decided at a Dec. 10 meeting of state broadcasters.

With stations and networks in a quandary following recent decision on the subject by Thomas E. Fairchild, state attorney general, the WBA board of directors met last Monday in Madison to go over the whole problem.

Participating with the board were Don Petty, NAB general counsel; Edwin Wilkie, counsel for Wisconsin Broadcasters Assn.; and attorneys for a number of stations. The attorneys included B. W. Huiskamp, for WKOW Madison; T. H. Spence, for WISN Milwaukee; Glenn Roberts, for WEMP Milwaukee and WIBA Madison; Edwin Conrad, for several stations. Ben A. Laird, WDUZ Green Bay, presided at the meeting as WBA president.

The Dec. 10 meeting will decide what sort of brief should be filed, Station attorneys plan an earlier meeting, probably Nov. 22, to confer on the nature of the brief. No county district attorney has yet shown any inclination to prosecute following the attorney general's ruling that a number of giveaway shows aired in the state are illegal under the Wisconsin anti-lottery laws.

Mr. Roberts suggested that the attorney general is applying state supreme court rulings in two previous cases involving a theatre bank night and drug store lottery. He agreed with Mr. Petty and others that a legislative approach could solve the problem.

Mr. Petty declared the Wisconsin interpretation of a lottery is contrary to the Post Office Dept.'s 1947 opinion and Federal decisions construing lottery statutes. He said effort should be made to have any future court test on giveaways embrace all such programs rather than specific ones.

"Have your station attorney check with the district attorney of your county on any program in question," Mr. Petty urged. "The district attorney will be less inclined to move against a broadcaster who has shown good faith in this manner."

Mr. Laird read a letter from Walter Emerson, attorney for the Central Division of ABC, whose *Stop the Music* is involved in the attorney general's opinion, stating that no court action is planned by ABC until the network has exhausted every effort to achieve an understanding with Mr. Fairchild.

L. O. Fitzgibbons of WBEL Beloit reported that his station is taking court action against a sponsor who refuses to pay his bill because, the advertiser contends, his program was illegal in the light of the attorney general's opinion.

Piel Names K & E

PIEL Bros., New York, has named Kenyon & Eckhardt, New York, as its advertising agency for Piel Beer. Media plans are currently being formulated.

Elect Tannenbaum

S. A. TANNENBAUM, executive vice president of Weightman Inc. Adv., Philadelphia has been elected president of the agency.

NARBA Fight

(Continued from page 21)

to the Dominican Republic, whose demands for assignments on U. S. clear channels have already been greatly increased during the past week.

CCBS claimed "tragic aspects presented by the concessions" include "that they are not needed by Cuba, cannot be justified by any consideration of fairness or equity, and include major surenders by the U. S. on issues on which the Cubans themselves have previously given in during the course of the protracted negotiations."

The agreement "specifically" recognizes 115 stations for Cuba aside from "others, not specified, which can be established by Cuba pursuant to the agreement's provision," CCBS noted. By comparison with the U. S., it said, "Cuba has far more [stations] than can be justified from the viewpoint of population, area, or any other legitimate standard." Havana, CCBS noted, already has 29 fulltime stations—"far more than . . . any other city in . . . the entire world"—and would have 31 under the agreement.

CCBS Statement

The CCBS statement continued:

The major concessions by the U. S., so far as Cuba is concerned, are (1) recognizing the right of Cuba to violate the so-called 650-mile rule and thus to operate on all U. S. Class 1-A clear channels; (2) recognizing the right of Cuba to operate specific stations on six U. S. Class 1-A channels, and (3) restricting the U. S. from increasing the signal strength of its stations on these channels into rural areas which desperately need stronger signals.

The clear channel group charged that under similar Cuban threats the U. S. yielded "concessions on four of its 1-A channels in violation of the 650-mile rule" in 1946, in a "surrender" which was "accomplished at a secret midnight session." Cuba, it was noted, never used two of these four clear-channel positions, and also assured the U. S. "that the concessions made to Cuba would never be permitted to stand in the way of future increases in power which were permitted by the original agreement."

"By the new agreement," CCBS continued, "the U. S. is to permit Cuba to violate the 650-mile rule on *all* its 24 Class 1-A channels. Under standards expressed or implied in the document, Cuba may establish stations with power up to at least 7.5 kw, and perhaps more, on any of these channels, with only the paper protection of directional antennas—which, as past experience has demonstrated, do not perform according to theory.

"The number of such channels on which Cuba's rights are specifically recognized is increased from four to six. None of the six U. S. stations may increase its signal in the direction of the Cuban stations. The provisions for policing and investigation of interference have been almost entirely eliminated."

In one example, CCBS said the Imperial Valley region badly needs improved service from KFI, but that KFI would not be permitted in this direction under the proposed agreement because the agreement provides that KFI "must protect the Cuban station . . . by refraining from any substantial increase of its signal toward Cuba."

CCBS said similar concessions are being made with respect to 1-A stations in Detroit, Chicago, Minneapolis, and New York.

'Surrender' Hit

The statement also contended Cuba "until fairly recently" was willing to accept the equivalent of the 650-mile rule and to agree not to assign any station to a U. S. 1-A channel except in four and later five specific instances. "What caused the U. S. delegation to surrender on issues on which it had already won accord from Cuba is difficult to understand," CCBS declared.

It was reported that the American Farm Bureau Federation, the National Grange, the National Council of Farmer Cooperatives, and other state and regional farm groups had protested the proposed terms to the State Dept. and FCC. Sen. Irving Ives (R-N. Y.) was said to have protested alleged inroads on WHAM's rural service, among other Congressional complaints.

Comr. Hyde, in a statement Thursday night, said "CCBS and any other industry group is fully entitled to its own opinions," but that he could not comment in detail on the CCBS statement "until after an opportunity to study it at length, and at any rate until such time as any reply I may make will not affect our negotiations with the other contracting governments.

"In this respect," he continued, "it will be noted that we are still in the process of attempting to iron out substantial differences that continue to exist between the various parties."

Insofar as he felt "free to comment," he observed that "the ultimate decision as to whether any agreement that can be reached should be signed, is a matter of the gravest import which will be passed upon not only by myself and members of the official delegation, but by the government agencies involved—the FCC and the Dept. of State.

"The Senate," Comr. Hyde asserted, "has of course the duty of deciding upon whether any agreement that is signed should be ratified.

"I am confident that, as heretofore, the final decision to be made by this government will be made by the official delegation and the interested government agencies based on the overall needs and interests of both rural and urban U. S. listeners, and of the industry as a whole, and will not be limited to considerations of vocal and possibly short-sighted special-interest groups or individuals."

RCA AND NBC were hosts to members of the UNESCO Copyright Committee, meeting in Washington, at a television demonstration, cocktails and buffet supper in the Burgundy Room of Wardman Park Hotel, Nov. 2 [BROADCASTING, Nov. 6]. Representing the host firms (l to r): Frank M. (Scoop) Russell, NBC vice president in charge of Washington operations; Mrs. Russell, and P. A. Barkmeier, vice president and general manager, RCA Victor Record Dept., Camden, N. J.

In Review

(Continued from page 22)

varied between shots of him and of an attractive program book. The interludes featuring Mr. Cross were not only instructive but photographically interesting.

A word of praise must be given the Texas Co. for its restrained commercials which consisted only of a camera shot of a program book which, in addition to announcing the name of the opera, carried a small reproduction of The Texas Co. trademark. The fact that Texas Co. was sponsoring the telecast was made perfectly clear without over emphasis.

On the whole a rewarding evening.

Time Rates

(Continued from page 25)

was listening to the competition, or that other stations in the market didn't reach the type of audience wanted, and that even those people who listened to other stations weren't particularly influenced by them.

"The advertiser, instead of getting a story on why radio is his best advertising buy, hears what is wrong with other radio stations. Too often his logical conclusion is that none of the stations in the market is any good."

The speaker recommended a positive approach, utilizing other stations in a joint solicitation "of certain advertisers (spending time on selling the advertiser on a particular station and schedule later)," and supporting "the super BAB, or whatever title is ultimately given."

Because "radio has earned its right to be a salaried salesman, "I would refuse per inquiry business because I believe it is a bastard radio fathered by illegitimate principles. I would also question my personal ability to tell some advertisers I sell time on a commission basis and others that I had to set a flat price.

"If there's anything I do like about P I, it's the fact that it is another proof of radio's ability to deliver the order, to produce results now."

Rite Question

In conclusion, "I would ask myself if there is any real justification for having a national and a local rate, and I certainly would not say it can be justified because newspapers do it.

"The absence of a non-commissionable local rate is one of the reasons why advertising agencies have jumped aboard the local television bandwagon at a merry clip.

"The oft-repeated argument for the discount of 10%, 15% or 20% for local advertisers seems to be that because there is no agency in the picture, the station saves the 15%. I suspect that an honest bookkeeping check might surprise some stations. They might find that the use of a non-commissionable local rate is expensive in both lost business and increased costs."

COUGH DROP ADS

Firms Comply with FTC Order

UNQUALIFIED use of the name and emblem of the American National Red Cross in advertising cough drops will be discontinued under terms of a stipulation signed by Candy Bros. Mfg. Co., and Universal Match Corp., St. Louis, FTC announced last Tuesday.

FTC dismissed the complaint against the firms when they agreed to include in radio commercials and published advertisements a qualifying statement disclaiming any connection with the Red Cross. Universal Match Corp. controls the candy-makers through stock ownership, according to FTC.

XUM

WOR's Martha Deane . . .

a great lady of American radio . . . who believes an open mind is an open door

SOME FOLKS FAVOR the notion that if you hand a woman a microphone, she'll feed it either lacy froth or gossipy nonsense. Outstanding confounder of that theory is MARTHA DEANE, a great and gracious program conductor, who, every weekday from 10:15 to 11:00 A.M. on WOR, opens the door firmly on the world of *ideas*. And, incidentally, provides hundreds of thousands of attentive listeners with good company, good talk and good tips about good products.

Warm, intelligent Martha Deane is in reality Marian Young Taylor, wife of an advertising executive and mother of 6½-year-

(Continued)

XUM

(continued from preceding page)

old twins. Before she took to radio, her experience as women's editor of a major newspaper syndicate gave her the news-know-how which today sparks her entire show—along with the philosophy that women do want to know what's going on beyond the front lawn.

No punch-puller, forthright Martha Deane's apt to sound off on anything from eye-makeup and the latest Broadway show to the rearmament of Germany and the future of the U. N. Her guests (the Martha Deane show is usually half devoted to interviews) range from names like Christian Dior and Robert Montgomery to Harold Stassen and Gardner Cowles. Fashion, book-reviews, recipes, politics . . . all are Martha's meat, served with good verbal pepper.

Martha Deane's one of radio's greats . . . acknowledged, respected, loved. Her listeners hang onto her every program. Sponsors clamor to have her sell their products with the typical Deane common-sense sincerity. This year, Martha Deane added to her many laurels by winning, for the third time, the Ohio State University Education by Radio Award as "the best woman commentator."

WOR provides the microphone, Martha Deane says into it what she thinks. The faith and the devotion she inspires in practically all of her listeners; the steadfast loyalty of her sponsors, are additional proof—if proof be needed—that Martha Deane is today one of the great radio voices in America.

WOR agrees with Martha Deane that an open mind is an open door. That is why it is proud to have on its station a woman who, with all conscience and conscientiousness, is trying to help other women be a great force in the preservation of a decent world, as well as providing them with information, relaxation and a sparkling, stimulating daily radio program.

. . . for the programs you like the best

WOR

'Gifts' for Sale

A BOX ad in Philadelphia's *Chestnut Hill Herald* might well be described as a sign of our times as well as a stern reminder of the income tax pitfalls that can beset winners of jackpot programs. In the advertisement, a Mrs. Della Burnett of Mt. Airy, Pa., declared that on June 4 she had "Stopped the Music" but that now the income tax had her stopped. Accordingly, she declared she was offering many of the gifts at well below market prices.

WBBM-LONG SUIT

Hearing Continued to Today

DAMAGE SUIT filed by WBBM-CBS Chicago against the W. E. Long Co., Chicago, advertising agency, in Chicago Superior Court was continued from last Monday until today (Monday). Hearing will be held this afternoon at 2 o'clock before Master in Chancery Gerard Conners, after continuance was granted at request of Attorney Arthur Morse, representing WBBM-CBS.

WBBM-CBS gained a temporary injunction against three radio performers, restraining them from doing outside work for the advertising agency, but was refused a similar injunction against W. E. Long Co. Latter move sought to restrain the agency "from soliciting and inducing" station performers from working for it [BROADCASTING, Oct. 23]. Attorney Loy N. McIntosh represents W. E. Long.

Recommendations of Master in Chancery Conners will be made to Judge Joseph Graber, on whose behalf he is considering the case.

WWEZ ELECTIONS

Is Ordered by NLRB

ELECTIONS to determine bargaining representatives for announcer and engineer-technician units at WWEZ New Orleans were ordered last Wednesday by the National Labor Relations Board. Order stemmed from petitions filed with the board by the New Orleans Local of American Federation of Radio Artists (AFL) and Local 1139 of the International Brotherhood of Electrical Workers (AFL).

WWEZ Radio Inc., station licensee, sought inclusion of an announcer-librarian, part-time announcer and program director in the AFRA unit. NLRB ordered that only the part-time announcer be included though he is ineligible to vote. The board also overruled the station's claim that the chief engineer should be considered within the IBEW unit, on grounds he is a supervisor. It applied the same reasoning to the WWEZ program director.

MICHIGAN MEET

MAB Studies Sales Tax

MICHIGAN'S 3% state sales tax, election of officers and a cooperative study and work plan for college students were slated as main agenda topics of the Michigan Assn. of Broadcasters as the group began its second annual meeting in Lansing Friday morning.

Some 150 persons from 40 stations were expected for business sessions and a banquet Friday and a cocktail party and football game Saturday.

The group planned to study effects of the state sales tax, which provides that broadcasters pay 3% on equipment bought out of as well as in Michigan. MAB, cooperating with Michigan State College and the U. of Michigan, also anticipated taking definite action on a proposal by which juniors at both schools who are majoring in radio and/or television would be employed by local stations during summer vacations.

Special Show

A half hour radio show, originating in Hotel Olds, Lansing, the convention site, was planned by Worth Kramer, general manager of WJR Detroit, for Friday evening. About 50 state stations were expected to carry the feature, which traced the history of radio and Michigan contributions to the industry.

Saturday's agenda included a breakfast and a cocktail party-luncheon before the Michigan State-U. of Minnesota football game. Stanley Pratt, manager of WSOO Sault Ste. Marie, is president of the association.

GM SHOWS FILM

Reports Highest Earnings

A COLOR film depicting the General Mills story and a personal report on operations from Harry A. Bullis, chairman of the board, was presented to newsmen at a luncheon Oct. 31 held at the Waldorf-Astoria in New York, as part of the General Mills regional stockholders' meeting (one of 12 held around the country).

The film "Assignment—General Mills," was produced by Apex Films of Hollywood and concerns two college students who do a theme on the company. Mr. Bullis told the stockholders that General Mills earned 3.3 cents per dollar of sales last year, and 81 cents of every sales dollar was paid right back for supplies and services, mostly for grain and transportation costs. Net earnings for the company amount to $13,251,218, the highest in the company's history, and compare with $11,654,036 for last year.

CFCY Charlottetown, P.E.I., has increased power day and night to 5 kw on 630 kc, according to report of radio branch, Dept. of Transport, Ottawa.

HANDSHAKE clinches deal for local Food Banks stores to sponsor daily cash awards show on KVOR Colorado Springs, Col. Shown (l to r): Tony Loetscher, Food Bank partner; Jim Russell, KVOR owner-manager; Walt Thieman, Food Bank partner; Miss Jeanette Loetscher; Cecil Seavey, m.c.

PURDUE games on WJOB Hammond, Ind., under sponsorship of local Abrahamson Motor Sales Inc., gets the written approval of Joseph L. Abrahamson, company president. Looking on are Sam J. Abrahamson (r), vice president, and Al Halus, commercial manager of WIND.

PRESIDENT of Utah Symphony Assn. Mrs. John M. Wallace and Nelson Aldrich, public relations dir., Kennecott Copper Co., conclude arrangements for Utah State Symphony on KSL Salt Lake City, beginning Jan. 4, sponsored by Kennecott's Utah Copper Div. Standing: Maurice Abravanel (l), symphony conductor; C. Richard Evans, KSL gen. mgr.

FRESNO (Calif.) State College and Fresno high schools games are on KYNO Fresno under sponsorship of Kierulff Co., San Joaquin Valley distributor for Motorola. L to r: Seated, C. T. Nystrom, v. p. and gen. sales mgr. of sponsor; Gene Chennault, KYNO gen. mgr.; standing, Ed Piston, dir., public relations, Fresno State; James Tutle, Motorola.

C. R. SANDERS, adv. dir. of Peoples Drug Stores, puts final approval on WWDC Washington contract for 24 newscasts daily Mon.-Sat. and five newscasts Sun. At left is Ben Strouse, WWDC gen. mgr. Standing: Herman M. Paris (l), station gen. sales mgr.; William D. Murdock, agency head.

MONDAY - Friday quarter-hour on KNUJ New Ulm, Minn., is taken for one year by Alois Eibner, pres., local Eibner Bakery. He's flanked by Walter K. Mickelson, KNUJ owner, and Jane Windom, station women's director, who presents show featuring barking dog Missie. Standing (l to r): Wip Robinson III, prog. mgr.; Warren Asher, coml. mgr.; Carrie Bianci, sister and business assoc. of Mr. Eibner.

NEW MEXICO Military Institute's grid games on KGFL Roswell, N. M., are arranged by (l to r): Seated, Bill Deane, GE-Goodyear distributor in Roswell; Brig. Gen. Hugh M. Milton II, NMMI pres.; standing, Maj. Ted Hunt, NMMI public relations; W. E. Whitmore, KGFL owner; Buck White, Bill Deane Co.

XUM

Feature of Week

(Continued from page 16)

ment features Jack Gounder, WEEU disc jockey, on *Ladies Choice*, a program of carefully selected music for the afternoon feminine audience.

Appeal for men is centered in a program featuring Elmer Davis, ABC network commentator, aired in early evening quarter-hours across the board.

Whitner's prestige show is *Candlelight and Silver*, which previously had enjoyed long commercial sponsorship on WEEU and carried over an appreciable audience. Whitner's is using this feature nightly except Friday primarily as an institutional medium, utilizing only one direct selling commercial in mid-program.

Children in the 4-12 age group are the audience aim of *No School Today*, the ABC co-op presentation, each Saturday morning at 9 a.m., which gives the latest on toys and clothes offered by the department store.

Whitner's radio activities are rounded out with the Sunday *Bing Crosby Show* and instrumental orchestrations by Jerry Sears, aired 3:30-4 p.m.

C. K. Whitner & Co. is cooperating fully with the station to put across the beamed program presentation, which it hopes will make it the household word in Reading.

NEWS DIRECTORS

NARND Sets Chicago Speaker Agenda

LEADING radio-TV industry officials, commentators and newsmen, and officials of the various information branches of the Dept. of Defense and news wire services will headline the speakers' agenda for the fifth annual convention of the National Assn. of Radio News Directors at Chicago's Sherman Hotel this week.

A business session at 10 a.m. Thursday will open the three-day meeting which will touch on various facets of news-gathering in private industry and government services. Jack Shelley, WHO Des Moines, Iowa, is NARND president. Business session and election of board of directors will be held Saturday.

Heading a Thursday afternoon panel on radio newsmen and Armed Forces public relations will be Moderator Cass Keller, NBC-WRC Washington. Participants will include Maj. Gen. Floyd Parks, information chief, Dept. of Army; Brig. Gen. Sory Smith, public relations director, Air Force, and Rear Admiral R. F. Hickey, information chief, U. S. Navy.

The newsman's relations with doctors and hospitals will conclude the afternoon agenda, with Russ Van Dyke, KRNT Des Moines, sitting in on the panel with medical representatives.

Wire services role in radio-TV news will be explored Friday at a 9:30 a.m. meeting of officials comprising Seymour Berkson, INS; Oliver Gramlin, AP; Hugh Baillee, UP, Herbert Moore, Transradio Inc., and Jim Borman, WMT Cedar Rapids, Iowa. Clifton Utley of NBC will speak on the obligations of a commentator.

Afternoon periods will be devoted to "Profitability of News," featuring station managers; "Radio News in Government," with Charles Dillon, radio-TV information chief, Dept. of Defense, and William Wood, acting chief, radio-TV and visual media branch, State Dept. Lt. Col. Barney Oldfield, public relations directorate, Defense Dept., USAF, will play a recording made in Korean radio and press camps.

E. F. McDonald Jr., president, Zenith Radio Corp., will preside over a buffet supper that evening, speaking on Phonevision. CBS Commentator Lowell Thomas also will address NARND members.

Following NARND elections Saturday at 9:30 a.m., a radio panel will take up "Crime Reporting by Radio," with Erle Smith, KMBC Kansas City; Ron Cochran, WCOP Boston; Fred S. Siebert, U. of Illinois; and Louis B. Nichols, FBI, participating. Luncheon session will have Dr. W. R. G. Baker, General Electric Corp., as speaker on "Future of Radio and Television."

Television panel will top ... afternoon agenda with a report ... Jim Byron, WBAP-TV Ft. Wor... and his committee. Chicago ... station directors are invited to a... tend. Other topics include relat... of research to the radio-TV new... room, with panelists, Mr. Smith ... KMBC, Sheldon Peterson of K... Denver, Charles E. Swanson, M... nesota School of Journalism a... Arthur M. Barnes, Iowa School ... Journalism. Baskette Mosse, cha... man of radio division, Northwe... ern U., will talk on the subje... "What Can We Do to Compete wi... Television?"

Annual NARND banquet will c... convention activities Saturday ev... ning, with CBS Commentat... Thomas and a government speak... slated to address members. NARN... awards also will be presented.

Cocktail parties will be give... under auspices of INS, AP, a... UP on successive convention da... Convention will be preceded by ... special excursion to Milwauke... with members visiting broadcas... ing stations and Blatz Brewing C...

Tape Facilities

Bob Lyle, news director at WL... Chicago, working with NARN... Program Chairman Ben Chatfie... WMAZ Macon, Ga., and Executi... Secretary Soren H. Munkho... WOW-TV Omaha, has arranged f... visiting news directors to mak... tape recordings for broadcast a... their home stations during the co... vention.

Space is being provided in th... Hotel Sherman for two room... equipped with a professional eng... neer and tape recorders, tape an... acetate discs of the Audio Corp... and Magnecord.

TR OPPOSED

New Court Action Start...

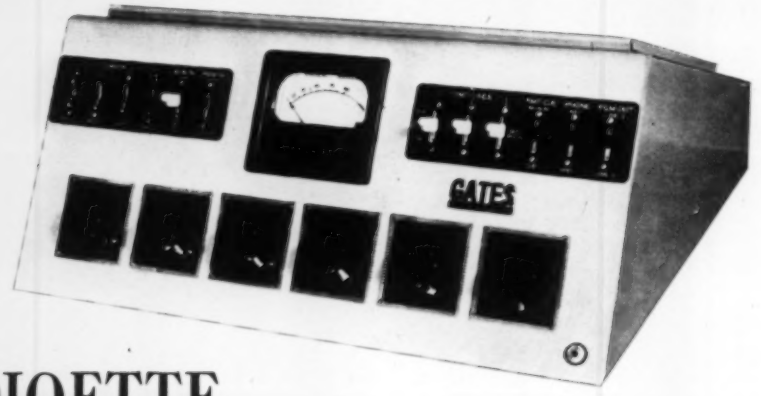
OPPONENTS of Transit Radio i... the District of Columbia have aske... an appeals court to reconsider a... decision by a U. S. District Cour... last June [BROADCASTING, June 5]... that radio-equipped vehicles do no... transgress the law.

At that time, Judge Edward A... Tamm, of the District Court, rule... transit service was not "inconsist... ent with the public convenience... comfort and safety." The ruling... was based on the Public Utilities... Commission's decision in D. C... [BROADCASTING, Dec. 26, 1949].

The new brief filed Nov. 4 in the... U. S. Circuit Court of Appeals in... Washington, D. C., by Attorneys... Paul M. Segal and Franklin S. Pol... lak, acting on behalf of Mr. Pollak... and Guy Martin, cites the First and... Fifth Amendments to the Constitu... tion. It alleges the lower court erred... in not finding invasion, threat or... violation of the amendments involv... ing free speech and property laws.

Transit Riders Assn., which... claims membership of streetcar and... bus riders opposed to what it calls... "forced listening," is supporting the... suit although not a party in the... action. Claude N. Palmer is presi... dent of TRA. Transit radio services... are provided in the nation's capital... by WWDC-FM Washington.

→ Quality PLUS··· makes GATES ··· a MUST →



GATES
52-CS
STUDIOETTE

For any modest studio control operation either aural or video, the new Gates Studioette is ideal—may be enlarged upon too, via available accessories for future expansion. Amazingly complete in facilities with high level mixing, program and monitoring amplifiers and all big console circuit provisions. Ideal as part of a master control. The Gates Studioette is fully described in the new Gates speech input catalog—yours for the asking. If it's quality, plus modern design you want—always look to Gates.

GATES RADIO COMPANY
QUINCY, ILL., U. S. A.

Warner Bldg., Washington, D. C.
2700 Polk Ave., Houston, Texas
Canadian Marconi Company, Montreal
Rocke International, New York City

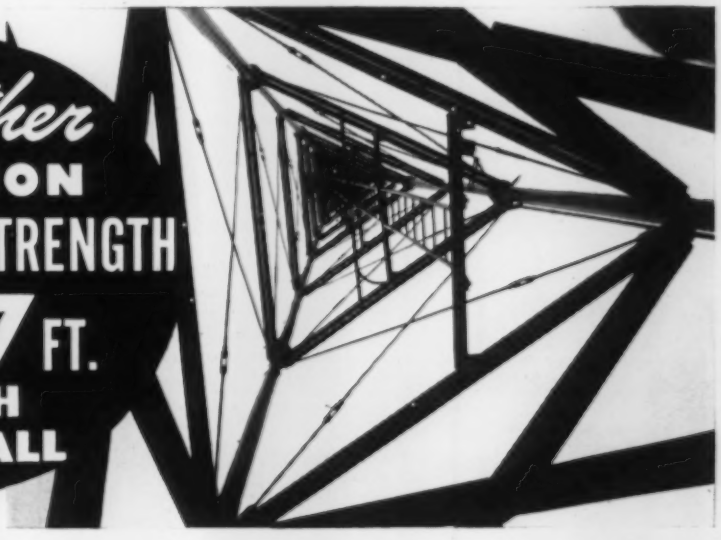
The *Union-Sun & Journal* Reaches Far Out from Lockport with WUSJ AM-FM

WUSJ AM-FM is owned and operated by the Lockport, N. Y., Union-Sun & Journal, Inc., a daily newspaper that has served the Lockport community for over 128 years.

WUSJ is the only full time AM broadcasting station in Niagara County. Its coverage, which includes all of Niagara County, extends into Erie and Orleans Counties, and across Lake Ontario into Canada.

The Truscon Radio Tower extends up 135 feet, with a 42-foot 4-bay FM tower on top, making a total combined height of 177 feet above ground. The power of the AM station is 250 watts and 1340 KC; the FM power is 750 watts and 99.3 MC.

Another
TRUSCON
TOWER OF STRENGTH
177 FT.
HIGH
OVERALL



While extreme height is not necessary to achieve the required signal strength, this tower demonstrates one outstanding characteristic of all Truscon Radio Towers—*each is designed and erected to fit the purely local conditions under which it must operate.* Truscon engineers have a world-wide background of field experience to aid you in determining all operating factors, and in fitting the right tower to them.

Whether you're planning in terms of AM, FM, or TV, call or write your nearest Truscon district office. Capable technicians will work with you in selecting location and type of tower—guyed or self-supporting, uniform or tapered cross-section, tall or small—which best will serve you and your audience.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON
SELF-SUPPORTING
AND UNIFORM
CROSS SECTION GUYED **TOWERS**
TRUSCON COPPER MESH GROUND SCREEN

The Market

ALBUQUERQUE

NEW MEXICO

Leads in Total Retail Sales Percentage Gains

over all "official" Metropolitan County Areas in 10 Years (1939-1949)*

Albuquerque is also tops in sales increase in Food, Furniture, Household, and Radio Stores, and second in Drug Stores sales increases.

* featured Sales Management Nov. 10th

The Station

KVER

Mutual - - Albuquerque

delivers more listeners per advertising dollar

CHECK SRDS FOR RATES

HOOPER RADIO AUDIENCE INDEX
City Zone, Albuquerque, N. M., Spring 1950

TIME	SHARE OF RADIO AUDIENCE			
	KVER	Station "B"	Station "C"	Station "D"
SUNDAY thru SATURDAY 8:00 PM - 10:00 PM	32.1	30.7	22.6	10.2
SUNDAY 1:00 PM - 6:00 PM	30.6	30.6	21.3	16.7
MONDAY thru FRIDAY 10:00 AM - 12:00 Noon	30.9	34.0	23.9	7.4
MONDAY thru FRIDAY 12:00 Noon - 3:00 PM	23.0	50.0	14.8	11.5
MONDAY thru FRIDAY 3:00 PM - 6:00 PM	30.6	36.6	21.6	9.7

M. G. M. Radio Attractions. Local and National Sports. Only Albuquerque Station with morning, afternoon, and evening Spanish programs.

WM. T. KEMP, President
KEN PALMER, General Manager
KEITH TYE, Station Manager
PAUL KEHLE, Sales Manager

Represented by

FORJOE & CO.

NEW YORK CHICAGO
LOS ANGELES SAN FRANCISCO
ATLANTA

DATA FOR AGENCIES

Venard Stresses Need at OS

"SELLING radio to New York agencies is not one bit different from selling radio to a merchant on Main St. in Toledo or Bucyrus St. in Lima," Lloyd George Venard, vice president and sales manager, O. L. Taylor Co., said Thursday in a talk at the Ohio State Broadcaster's Sales Meeting at the Neil House in Columbus.

"Give the New York agencies all the information you use to sell locally," he told the Ohio broadcasters. "See to it that it gets to them and into their files. You will get more dollars from them and when you call on them you will get more than a perfunctory hello.

"The New York agencies are important to you, but you Ohio radio men through whom the New York agencies earn more than $7 million a year in commissions are equally important to them if you conduct yourselves worthy of that importance," Mr. Venard stated.

Explaining that stations should keep agencies supplied with information on a continuing basis, creating acceptance constantly and "not just looking hungry when the agency waves a dollar bill in front of you," Mr. Venard detailed the elementary but frequently overlooked essential information the agency needs to buy time efficiently: Maps, with the source clearly identified; program releases; names of sponsors of programs when adjacencies are quoted; "complete, honest reasons" for make-goods, with names of preceding and following programs; complete facts about availabilities, whether announcements, programs or participations; detailed information about merchandising.

Mr. Venard urged the station sales executives to assume that the agency knows what it wants when it asks for a certain type of availability and to reply accordingly. "Don't come back with a lot of chain breaks when the agency has been instructed to buy minutes," he said. "Don't quote participations when the agency wants minutes or chain breaks. Don't pitch minutes when the agency wants a program unless you can offer a participation in the same type of program for which the agency has been instructed to buy full sponsorship.

"Don't forget that by the time the actual buying is underway the production department of the agency has spent from $10,000 to $30,000 for the production of the commercial. It is unreasonable for you to expect the agency to spend another $10,000 in production just to make chain breaks for your station. They won't do it and you waste teletype money when you make these suggestions."

PENCIL PARADE

WHO Helps Boy's Recovery

LITTLE Alan Hudspeth, seriously stricken with polio and since last summer lying paralyzed in Children's Hospital, Iowa City, is reported on his way to recovery—thanks in a large part to a little request in a noon newscast of WHO Des Moines and the understanding hearts of a responsive audience.

Alan's aunt in early October wrote WHO, telling of the 13-year-old's hobby of collecting pencils—not expensive ones, just the novelty type and those with advertising messages inscribed. She asked if any of the listeners might have an extra one to send.

From far and wide an avalanche of response descended. Donors were from every walk of life, from businessmen to another little boy who himself had overcome polio. Even an executive of Shaeffer Pen Co., Fort Madison, wrote Alan "it just so happens we have a few of them there things lying around hither and yon."

In barely more than a week 2,562 pencils had been received with 292 packages still unopened.

MARS ON ABC

Drops TV Period for More AM

MARS Inc., Chicago candy manufacturer, last week dropped a television show to increase money for radio expenditures. Mars, through Leo Burnett Agency, Chicago, will cancel its Friday quarter-hour segment of *Howdy Doody* on NBC-TV the end of this month, and buy what is estimated as a $1½ million package of shows on ABC.

Starting Sunday, Dec. 31, the firm will pick up four network shows, *Stop the Music*, Sunday, 7:30 to 7:45 p.m. CST; *Inner Sanctum*, Monday, 7 to 7:30 p.m. CST; *Can You Top This?*, Tuesday, 7 to 7:30 p.m. CST, and *Bob Barkley, American Agent*, Wednesday, 7 to 7:30 p.m. CST.

Shows will be aired on four successive nights on about a 170-station network, almost the full ABC network, including basic stations and special groups. Contracts, set for a minimum of 13 weeks, are expected to run 39 weeks. Products to be advertised are expected to include Milky Way, Mars Bar, Forever Yours, Snickers, Cocoanut Bar and Three Musketeers.

Periods follow immediately *The Lone Ranger* on Monday and Wednesday in all time zones. The Tuesday show will follow *Jack Armstrong of the S.B.I.*

Mars will continue sponsorship of the Monday and Wednesday quarter-hours on *Howdy Doody* on NBC-TV and *Falstaff's Fables* on ABC-AM, Monday through Friday, 4:45-5 p.m. CST.

SERIES of 20 concerts by Denver Symphony Orchestra to be carried by KOA Denver, sponsored by First National Bank of Denver.

MISS UTAH of 1950, Joanne Hinand became "Mrs. KUTA" Salt Lake City Nov. 4 with her marriage to Ray Fadel, KUTA station manager, who served as her unofficial adviser and manager through the Atlantic City Miss America beauty contests. The former Miss Hinand had appeared numerous times on KUTA. Mr. Fadel, who joined KUTA in 1947 following his release from the U. S. Air Force as colonel, and his wife left Salt Lake City after the wedding ceremony for a honeymoon on the West Coast and in Canada. Mrs. Fadel is a student at Brigham Young U. in Provo, Utah.

IAAB Meet

Postponed to March

SECOND General Assembly of the Inter-American Assn. of Broadcasters, scheduled Nov. 15-25 in Sao Paulo, Brazil [BROADCASTING, Oct. 30], has been postponed until March 1951.

The IAAB board of directors through Secretary Felix Magueira announced the postponement, attributing it to "a special request of the Broadcasters Assn. of Sao Paulo." Exact dates for the March sessions will be set later.

Gilmore Nunn, of the Nunn Stations, and Campbell Arnoux, WTAR Norfolk, have been designated NAB delegate and alternate, respectively, for the meeting. Goar Mestre, CMQ Havana, is IAAB president.

PBS Signs Three

THREE ADDITIONAL stations have been signed as affiliates of the new Progressive Broadcasting System, which goes into operation Nov. 26. They are WMEX Boston, WWOL Buffalo and WJMO Cleveland. Total of 400 affiliates is anticipated by Larry Finley, PBS president, by the time the network starts operation.

FACTS BROUGHT TO LIGHT in a full-color desk-top film presentation. Clients and prospects get graphic and helpful data of the rich market area served by the 50,000-watt voice of WGAR. For example: WGAR reaches 4,391,300 consumers with an annual effective buying income of $6,411,687,000. Such facts highlight the "SIX BILLION DOLLAR PICTURE" of Northern Ohio. GET ALL THE FACTS!

THROUGH THESE PORTALS pass statesmen, leading political figures and outstanding citizens from all over the world to mount the rostrum of the famed Cleveland City Club. For 13 years, celebrated speakers have voiced their opinions, observations and experiences through WGAR's free-speech mike. This is one of the many important public service features broadcast regularly by WGAR.

in Northern Ohio..

WGAR

the SPOT for SPOT RADIO

Write for helpful radio presentation: "A Six Billion Dollar Picture".

GOOD SERVICE! The Forum Cafeteria, a WGAR advertiser, serves thousands of hungry Clevelanders daily. It is ably managed by Mr. George R. Kaye (left). Mr. Kaye is a member of the Northeastern Ohio, Ohio State, and National Restaurant Associations. He has been with the Forum Cafeterias of America, Inc., since 1931. Pictured with Mr. Kaye is Bob Forker of WGAR who serves this account.

NEWSWORTHY and NOTEWORTHY. WGAR's fully-equipped newsroom receives 300,000 words of copy daily. WGAR, first Cleveland station to broadcast news on a regular basis, sends newsmen on local and national assignments. Such newscasts serve as builders of good will and as sales tools. Give people what they want to hear. Check on available newscasts.

RADIO . . . *AMERICA'S GREATEST ADVERTISING MEDIUM*

WGAR . . . Cleveland . . . 50,000 watts . . . CBS • Represented Nationally by Edward Petry & Company

IN NORTH CAROLINA

WSJS

DELIVERS

A 15 COUNTY Market
With Over
$84,269,000* FOOD SALES
*Sales Management 1950
Survey of Buying Power

MORE VALUE
FOR YOUR
ADVERTISING
DOLLAR

WSJS
The Journal Sentinel Station
WINSTON-SALEM
AM-FM
NBC Affiliate
Represented by:
HEADLEY-REED CO.

COMMERCIAL sponsorship and problems connected with "Selling and Keeping the Farm Program Sold" will provide the theme for the National Assn. of Radio Farm Directors annual convention in Chicago Nov. 25-26. Scheduled to preside over the two-day meeting at Stevens Hotel are these RFD officers (l to r): Roy Battles, WLW Cincinnati, NARFD president; Phil Alampi, WJZ New York, vice president, and Chris Mack, WNAX Yankton, S. D., secretary-treasurer. Advertising and agency representatives also will attend the sessions.

DEPT. STORE RADIO, TV

Dennis Cites Needs

DEPARTMENT stores should employ fulltime radio-television directors to guide their use of the electronic media, Walt H. Dennis, radio-television director of Allied Stores, declared Nov. 7 at the weekly luncheon of the Washington Ad Club.

Radio can give a personal approach and reach areas not touched by newspapers, Mr. Dennis said, besides providing "more depth of registration when used in concert with other media."

In addition, he said, "Radio can do the greatest institutional job of any medium except television. It is literally the voice of you, the voice of your store's character. The spoken message is more personalized than any printed medium. The spoken message with pictures is even more powerful."

Mr. Dennis said retailers should use newspapers as their primary medium and should continue using them for some years to come. He advised stores not to expect other media to do a major job if they aren't in newspapers.

Helpful Data

An enormous amount of research material is available on radio, he said, providing information on markets, population, costs, who the people are, what they spend, and where.

Television is judged far more critically than other media, from a results standpoint, according to Mr. Dennis. "If you go into radio and television expecting them to pay day in and day out," he said, "you may as well prepare for a disappointment. Television, especially, has no time or space for that kind of monkey business. Assess radio and television results on a long-term basis. Give them a fair shake."

TV won't work many miracles but will provide excellent results "if you provide the hard work," he said. He added that it probably won't produce any better than other media if the same preparation is given.

"Aim at a specific radio and television audience at a specific time and channel your message to that time and that audience," he advised.

As to color television, Mr. Dennis said: "Don't let color blind you. Advertisers need not worry about color for quite a while because tremendous technical complications are involved.

"Color will benefit television only to the extent that color itself is important. It probably is the forerunner to three-dimensional TV projection. The packaging of products will be affected to a marked degree. But right now the color controversy is remote from advertising."

In the case of radio and TV, he said, "we think in terms of the job to be done rather than just take a program and decide what to do with it."

NEW edition of "RCA Receiving Tube Manual," RC-16, now available. Revised and updated book contains over 300 pages, with numerous new features included.

RFD SESSIONS

To Stress Selling Them

TREND of rural radio away from the strictly public service concept to that entailing commercial sponsorship, without loss of its basic "service" objective, will be explored at the annual convention of the National Assn. of Radio Farm Directors, to be held in Chicago's Stevens Hotel, Nov. 25-26.

At the same time, top representatives of advertising agencies and NARFD will be called upon to elaborate on the theme, "Selling and Keeping the Farm Program Sold," it was announced last week by Paul Visser, NBC farm director, program committee chairman for the NARFD meeting.

Releasing the preliminary program, Mr. Visser indicated that the opening (Saturday) session would fall under the chairmanship of C. W. Jackson, KCMO Kansas City farm director, with "How the RFD Should Work with the Advertiser" to be discussed by W. Judd Wyatt, advertising director, MFA Mutual Insurance Co., Columbia, Mo. Other topics include "Let's Sell Farm Radio," "Farm Programs for Advertisers" and "RFD-Television in Action."

Schneider Resume

Sam Schneider, farm director of KVOO Tulsa, Okla., will summarize past thinking on selling farm radio and stress belief that commercial sponsorship of farm programming does not in any way deter from its service purposes. He will lead a discussion to include Ed Cashman, president, Doughboy Industries; Gordon Philpott, vice president, Ralston-Purina Co.; Jack Leach, Gardner Advertising Co.; Harry Burke, manager, KFAB Omaha, and Roy Battles, WLW Cincinnati, NARFD president.

Sessions open with a business meeting Nov. 25. Annual banquet will be held the following evening (Sunday). Over 185 NARFD members are expected to attend.

FRANK APPOINTED

To Nielsen Radio-TV Post

PHILIP FRANK, former executive secretary of Broadcast Measurement Bureau and director of research and sales promotion at WSGN Birmingham, has been appointed director of public relations, radio and television division, of A. C. Nielsen Co., New York.

Mr. Frank

Mr. Frank, the co-author of *This Thing Called Broadcasting*, also was a lecturer on radio in an advertising and selling course conducted by the Advertising Club of New York. He joins the Nielsen organization Nov. 15.

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK OCTOBER 1-7, 1950

Current Rank	Previous Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)			(7.8)
1	1	Lux Radio Theatre (CBS)	19.4
2	18	Jack Benny (CBS)	15.2
3	4	Godfrey's Talent Scouts (CBS)	14.2
4	5	Walter Winchell (ABC)	13.8
5	3	Mr. and Mrs. North (CBS)	13.8
6		Amos 'n' Andy (CBS)	13.8
7	2	My Friend Irma (CBS)	13.2
8	13	Life with Luigi (CBS)	13.2
9	11	Mystery Theatre (CBS)	13.2
10	6	Mr. Chameleon (CBS)	12.7
EVENING, MULTI-WEEKLY (Average For All Programs)			(4.2)
1	1	Beulah (CBS)	8.8
2	3	Oxydol Show (CBS)	7.2
3	5	Club 15 (CBS)	7.0
WEEKDAY (Average For All Programs)			(4.6)
1	4	Arthur Godfrey (Liggett & Myers) (CBS)	8.8
2	1	Romance of Helen Trent (CBS)	7.7
3	3	Our Gal, Sunday (CBS)	7.7
4	12	Arthur Godfrey (Nabisco) (CBS)	7.3
5	6	Wendy Warren (CBS)	6.9
6	21	Arthur Godfrey (Gold Seal) (CBS)	6.8
7	2	Ma Perkins (CBS)	6.7
8	7	Big Sister (CBS)	6.6
9	16	My True Story (ABC)	6.4
10	17	Young Widder Brown (NBC)	6.3
DAY, SUNDAY (Average For All Programs)			(2.6)
1	1	True Detective Mysteries (MBS)	6.6
2	2	Shadow (MBS)	6.0
3		Godfrey Digest (CBS)	4.5
DAY, SATURDAY (Average For All Programs)			(4.3)
1	1	Armstrong Theatre (CBS)	7.2
2	2	Grand Central Station (CBS)	7.0
3	4	Junior Miss (CBS)	6.7

Copyright 1950 by A. C. NIELSEN CO.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.
(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

HIT AD TACTICS

Objections From KNEM, KPRO

IN TWO incidents involving objections to advertising techniques, rejection of a National Guard order for three spot announcements was revealed last week by William R. Tedrick, general manager of KNEM Nevada, Mo., and protest against a free-time appeal by Western Oil & Gas Assn. was made by W. L. Gleeson, president of KPRO Riverside, Calif. Latter protest was on the grounds the association used pressure tactics and at the same time bought white space in local newspapers.

The National Guard account was rejected by KNEM on the grounds that cost of three announcements "plus the various requirements necessary to obtain payment, do not make it worth while to open an account on our books."

Tedrick Letter

Writing to Stephen G. Bowen of Robert W. Orr & Assoc., New York, Mr. Tedrick said KNEM has always cooperated with the National Guard, locally and nationally. "We have given a large amount of gratis time, both spots and programs, to the National Guard," he wrote, "yet when the time comes that the Guard has money to be spent for advertising the bulk of it goes to media that give the Guard nothing."

Mr. Gleeson informed NAB the oil-gas association "was very insistent" that free time be given to promote Oil Progress Week. A representative of the oil-gas group told KPRO "that the law required the radio stations to carry 20% of its time as public service," according to Mr. Gleeson. He added that local papers carried advertising paid for by the association.

TAB Meets Dec. 6

TENNESSEE Assn. of Broadcasters will meet Dec. 6 at the Andrew Jackson Hotel, Nashville, according to F. C. Sowell, WLAC Nashville, president of the TAB. Agenda, confined to one day, will be announced later.

IRE ELECTS

Coggeshall Is President

IVAN S. COGGESHALL, general traffic manager, Western Union Telegraph Co.'s overseas communications, has been elected president of the Institute of Radio Engineers for 1951, succeeding Raymond F. Guy, manager of radio and allocation engineering for NBC.

Jorgen C. F. Rybner of Copenhagen, professor of telecommunications at the Royal Technical U. of Denmark, was elected vice president of the institute, to succeed Sir Robert Watson-Watt, military radar authority of London.

Directors elected for the next year are:

William H. Doherty, director of electronic and TV research, Bell Labs, Murray Hill, N. J.; George R. Town, associate director of engineering experiment station, Iowa State College, Ames, Iowa; Harry F. Dart, manager, electronics engineering department, Westinghouse Electric Corp.; Paul L. Hoover, head of electrical engineering department, Case Institute of Technology, Cleveland, Ohio; William M. Rust Jr., head of geophysics research for Humble Oil & Refining Co., Houston, Tex., and Allan B. Oxley, chief engineer of RCA Victor Co., Montreal, Que.

Offices of secretary, treasurer and editor will be filled at January 1951 meeting of the board of directors.

WESTERN RWG

Elects Kanter Regional V.P.

HAL KANTER was elected Western Regional vice president of Radio Writers Guild at a Nov. 2 meeting. Newly elected to the RWG council for two-year terms were Pauline Hopkins, Milton Merlin (retiring vice president), Don Quinn, Dick Powell, Reuben Ship; for one year, Harry W. Flannery, Phil Leslie, Jack Robinson, Larry Roman, Sherwood Schwartz, Gene Stone.

Starting their second year as council members are the following elected last year to two-year terms: Irvin Ashkenazy, True Boardman, Selma Diamond, Larry Marks. Ira Marion was elected national president of the guild.

CKSO Sudbury has joined Canadian Assn. of Broadcasters.

ALUMINUM

Recorder Feels Shortage

EFFECTS of recent restrictions imposed by the National Production Authority on the allocation of aluminum already are being felt in the sound recording industry, J. Joseph Sameth, vice president in charge of sales for Radio Recorders, Hollywood, announced last week.

Coincident with NPA's announcement that less quantities of that basic metal would be available for use by record and other manufacturers [BROADCASTING, Nov. 6], an advance of 33⅓% in base cost of record blanks was made effective, Mr. Sameth said. A similar increase in cost of recordings on aluminum base blanks is imminent, he added.

SOMETHING EVERY SALES MANAGER SHOULD KNOW—

A Station Is Known by the Audience It KEEPS!

A long time ago, KRNT, Des Moines, got the audience. A close friendship was established that remains loyal and unbroken. The Hoopers show that, and they also show that KRNT continues to add to its immense family of listeners.

Any advertiser who insists upon a successful radio campaign in the rich, ripe and ready CENTRAL IOWA market MUST call on KRNT to get the job done.

To substantiate that fact, KRNT has scores of success stories or—take a look at the latest C. E. Hooper Audience Index, Des Moines, city zone, for May-thru-September, 1950. You'll see—

K R N T L E A D S
IN EVERY TIME PERIOD!

And . . . THAT'S Something Every Sales Manager Should Know!

KRNT

DES MOINES — THE REGISTER AND TRIBUNE STATION
REPRESENTED BY THE KATZ AGENCY

The station with the fabulous personalities and the astronomical Hoopers

RCA TUBES ...

the standard of comparison

Low-cost operation and long trouble-free service are basic features of all RCA mercury-vapor rectifiers

• For your convenience, RCA tubes are available from your local RCA Tube Distributor or directly from RCA.

The Fountainhead of Modern Tube Development is RCA

RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

TAX BAIT

Borton Alerts Advertisers

SPEAKING before the Canton Advertising Club, Elon G. Borton, president of the Advertising Federation of America, last week warned advertisers that the defense situation may provide excuses for "more regulations restricting and possibly taxing advertising."

"Laws and bureau regulations about advertising have increased in recent years," said Mr. Borton. As an illustration of the danger, he cited the initiative measure on the ballot in Oregon to prevent promotive advertising of liquor; the present study by the Congressional Joint Committee on Internal Revenue Taxation of tax deductions for advertising budgets, and the proposal of the House Lobby Investigating Committee that institutional advertising be classified as lobbying and taken out of the tax deductible category.

He further urged advertising people to inform legislators and government officials of the place advertising holds in our economy. Mr. Borton continued: "Also, the large expenditure for advertising is a tempting subject for taxation in this period when extra tax revenue is being sought everywhere. Already there are many indirect taxes on it. If one state should pass a direct tax on advertising, the other 47 would probably follow suit quickly. The danger is greater than many of us think."

ORCHID CORSAGE from WISN Milwaukee went to each woman attending a banquet at the Midwest Inter-City Conference of the Women's Advertising Clubs. Frances Haggerty (r), of the WISN sales staff, presents a corsage to Mrs. John Murphy, president of the Women's Advertising Club of Milwaukee. Graham Patterson, chairman of the board of Advertising Federation of America, smiles his approval.

Swift on NBC

SWIFT & Co., Chicago, for Jewel shortening and salad oil, will sponsor the *Red Foley Show*, quarter-hour, five-a-week feature, on an NBC 48-station southern network from Nov. 27 for 52 weeks. Show will originate at WSM Nashville, 9:30 to 9:45 a.m. CST daily. Agency is J. Walter Thompson Co., Chicago.

THE SINS OF AMERICAN RADIO

Prove Topic for Radio Moscow

THOSE American radio listeners who do not possess shortwave sets may be enlightened to know that "the American radio is a network of shameless slanders and warmongering" and that 85% of all U. S. broadcasting stations are grouped in four networks controlled by trusts, with strict allegiance to "Washington politicians."

At least that's the line currently being put out by Radio Moscow in broadcasts beamed to Rumania and other European nations as monitored by the U. S. government monitoring service.

The Voice of the USSR also attacked the Voice of America and its "head, Herbert Howard," which "juggle" figures relating to the living standard of the American workers. Radio Moscow continued:

> The Voice of America supports the warmongering policy of the United States and offers the microphone to all traitors, war criminals . . . The Voice . . . is the basest office of the warmongering policy of Wall Street. It is under the direct control of the State Dept. and is financed by great industrialists . . .

Radio Moscow also told European listeners that Al Jolson, the American "Negro" entertainer, forsook the people's democracy for the American dollar. Meanwhile State Dept. officials, declining to comment on the Russian propaganda, were mulling the identity of "Herbert Howard."

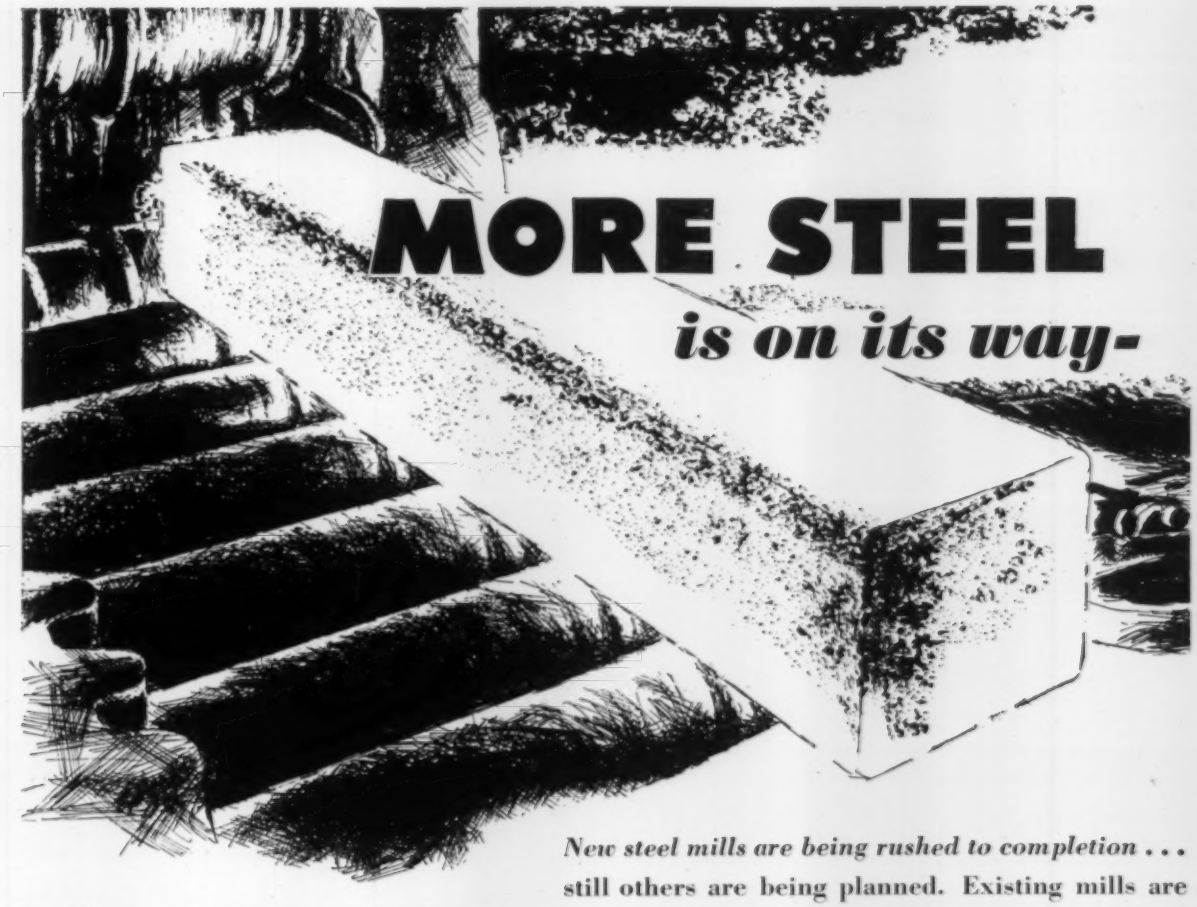
PUBLIC RELATIONS

APRA Meet Opens Today

ANNUAL meeting of the American Public Relations Assn. starts today (Monday) and runs through Tuesday, meeting at the Willard Hotel, Washington. Distribution of awards to various organizations for outstanding achievement in 1949-1950 in public relations will highlight the program.

Topic for discussion at today's luncheon will be "Is The Language of Business Understood?" Subject of the final panel discussion will be "How Good Is Government Public Relations?", with both government and the public represented. Speaking for government will be Francis Russell, director, Office of Public Affairs, U. S. Dept. of State, and representing the public side will be Theodore F. Koop, director of news, CBS Washington.

Drew Pearson, columnist and radio commentator, will present a special award of a silver anvil to Howard U., Washington, for outstanding achievement in the field of international relations.

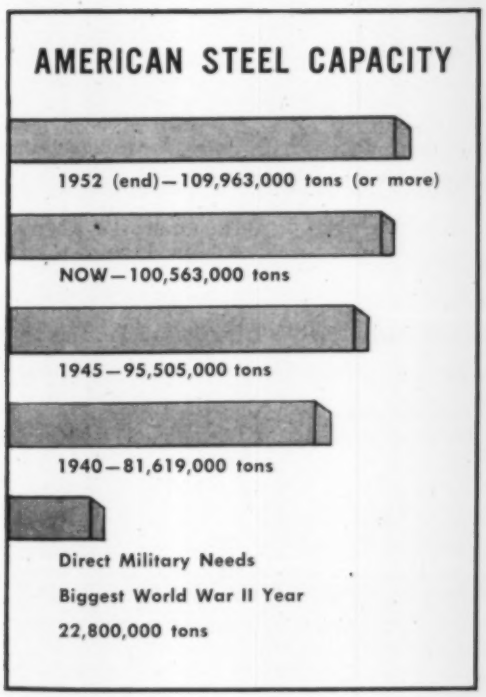


MORE STEEL
is on its way-

New steel mills are being rushed to completion . . . **still others are being planned. Existing mills are being improved, as steel companies review their plans to make sure they are ready to meet the new demands of re-armament and growing civilian needs.**

If you need some of the many, many things made from steel that make American life so comfortable, be patient.

Right now, steel supplies seem shorter than they really are. The steel industry is bigger than you think. Look carefully at the chart for proof of that. Competition has made it big and strong, taught it to lick every problem by breaking production records.



AMERICA'S **STEEL** INDUSTRY

Greatest Industrial Triumph of Free Men

More than 200 companies make up the free and independent steel industry of America.

AMERICAN IRON AND STEEL INSTITUTE • 350 FIFTH AVENUE • NEW YORK 1, N. Y.

XUM

Advertisement

From where I sit
by Joe Marsh

We Ask That "Fares" Play Fair

Judge Cunningham was telling about a taxi ride he took over to the County Seat last week. The cab was all littered with cigarette butts, plus candy and gum wrappers. This annoyed the Judge and he spoke to the driver about it.

To his surprise the cabman answered right back. "Don't blame *me*," he said. "Fast as I clear this taxi out, the fares just mess it up again. I like a clean cab as well as anybody, but a man has to have some co-operation!"

Judge figures the fellow was in the right, and maybe we ought to do a little campaigning with the public. I agree with him—that's why I'm writing this article.

From where I sit, it's important for us to remember the fellow who's going to get in the cab after we leave it. Because he pays the same as we do, he's got the same right to a clean, comfortable ride—just as he has the same right to enjoy the beverage of his choice (be it coffee, beer, lemonade, or what have you).

Joe Marsh

Copyright, 1950, United States Brewers Foundation

Strictly Business

(Continued from page 16)

pitch in to make a radio show click, aiding in copy composition, often directing and even assisting in the operation of the show itself.

That is when Frank strode side-by-side with Oakite's pioneering in radio entertainment and advertising. He recalls one of Oakite's first programs at WABC New York (now WCBS) broadcast 9:30 a.m. every Friday. The orchestra was known as the Oakite "Red Wings" (changed to "Oakidettes"). The show ran the "entire gamut of most every kind of conceivable broadcast . . . dramatized with musical accompaniment, everything from a corn husking bee in Iowa, to a train-robbery drama in Cheyenne . . . to our 'long-haired' effort of dramatizing the Passion Play on Good Friday."

No challenge was too great in those days, Frank continues, "we even did 'Custer's Last Stand,' without any actors except a couple of the boys from Oakite and some of the pageboys in Columbia (CBS)."

Frank also was a radio entertainer. He and Hugh Walton, now a leading CBS announcer, used to harmonize on the shows while Frank played accompaniment on a ukelele "which might even precede the early efforts of Arthur Godfrey."

Over the years, Oakite has sponsored, according to Frank's files, such varied programs as poetic readings, chamber music, dramatizations, musical shows, reportorial programs, news shows, band music and home economy.

Martha Deane Sponsor

He points to Oakite as the advertiser who first backed Mary Margaret McBride on WOR New York when she was known as "Martha Deane." Oakite's radio record embraces regional network shows, home economic shows and a series of radio spot announcements, to name a few.

Oakite's trademark on the air has been "Okey," who, like the nationally known "Johnny" voice of Philip Morris, talks confidentially to housewives about the product. This personal approach, Frank observes, has proved itself by the avalanche of mail pulled.

With television becoming the broadcasters' newest art, Frank says Oakite, of course, has been keeping pace. The firm sponsored *The Big Idea* for its first 26 weeks on WCAU-TV Philadelphia, participated in *Market Melodies Show* on WJZ-TV New York and *The Kitchen Clinic* on WEWS (TV) Cleveland.

Frank's formal education was received at the High School of Commerce and Columbia College in New York City. His first business experience was at Ingersoll Rand Co.'s A. S. Cameron Steam Pump Works Division. Early in his career, he was merchandising manager for Baron G. Collier Streetcar Advertising Co.

The Conolly family team is Frank and Florenz. Frank marks his hobbies as "Oakite and music." In fact, he has little time to immerse himself in hobbies. His outside activities include membership in the Explorer's Club, the American Polar Society, the Advertising Club of New York (in which he has held vice presidency), the Sales Executive Club, also New York, the Publicity Club, same city, the Cracker Barrel Club—and even the Asparagus Club.

As Frank sees it, "practically every radio campaign" by Oakite "was successful." He credits radio (and now, television) with helping—along with other advertising and promotion—to make Oakite as well known to the American housewife as honey to the bee.

CBS Holdings

SAMUEL PALEY, member of the CBS board of directors and uncle of William S. Paley, CBS chairman of the board, has reduced his holding of CBS Class B stock to 15,000 shares as a result of his giving 1,000 shares to an unidentified beneficiary, it has been learned from Securities and Exchange Commission records.

WJEH KNOW-HOW

Assures Rally Coverage

RADIO families which tuned to WJEH Gallipolis, Ohio, Oct. 27 at 11:30 a.m. — date and time for broadcast of the huge Republican rally staged at Point Pleasant, W. Va.—were well rewarded by the sun-up to sunset station. According to WJEH, telegrams and letters complimenting the job, despite difficulties, flooded the office.

The fly in the ointment proved to be the sudden grounding in Weston, W. Va., of the plane carrying former U. S. Sen. Rush D. Holt of West Virginia. In order to pick up the speech, arranged by West Virginia State Sen. Barto Jones and Truman Morris, WJEH general manager, to be broadcast with the address of U. S. Sen. Joseph McCarthy (R-Wis.) from the rally site, some radio know-how had to be employed.

By the way of the Ohio Bell Telephone Co. office in Gallipolis, the station contacted its engineers to stand by as did those of the Chesapeake & Potomac Telephone Co. in Point Pleasant, AT&T in Huntington and the C&P in Weston. Feed originated at WHAW Weston with aid of AT&T Huntington and thus relayed via Parkesburg to Gallipolis and from there over the air and also to Point Pleasant. Arrangements were worked out by Mr. Morris, his engineering staff under the director of Chief Engineer John Moorehouse, and Announcers Chuck Esterly and Bill Watterson within two hours after Mr. Holt had informed the station he was stranded.

Blaw-Knox is building

MORE RINGSIDE SEATS

for the fast-growing TV audience

Not complete stations, of course, but those outward and visible signs of top video transmission efficiency—Blaw-Knox Antenna Towers . . . Electronic Engineers know what they want, and know what suppliers can best meet their requirements. For the design, fabrication and erection of their antenna support, Blaw-Knox comes to mind first because it "came to radio" first.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2058 FARMERS BANK BUILDING • PITTSBURGH 22, PA.

Distributed by Graybar
OFFICES IN 100 PRINCIPAL CITIES

BLAW-KNOX *ANTENNA* TOWERS

HIGHER RATINGS* MORE REN

ZIV H

YOU NAME IT

HIGHER RATINGS*

BOSTON BLACKIE	21.7	WAVE Louisville Tuesdays 6:30 p. m.
GUY LOMBARDO	16.8	WOW Omaha Sundays 1:30 p. m.
WAYNE KING	19.1	WJR Detroit Tuesdays 7:30 p. m.

MORE RENEWALS**

CISCO KID **6th** YEAR
Interstate Bakeries in 11 States

BOSTON BLACKIE **5th** YEAR
Carolina Power & Light, Asheville & Raleigh!

EASIER SALES***

NOW ON MORE STATIONS
FOR MORE SPONSORS
THAN ANY PROGRAM PRODUCER!

1/4 HOUR SHOWS

MR. AND MRS.

★ **MEET THE MENJOUS** Starring Adolphe and Verree Teasdale Menjou.
★ **EASY ACES** Perennial favorites, Goodman and Jane Ace in their famous brand of comedy.

MUSICALS

★ **SHOWTIME FROM HOLLYWOOD** With Freddy Martin and his "singing" saxaphone and The Martin Men.
★ **PLEASURE PARADE** With Vincent Lopez and The Modernaires.
★ **THE BARRY WOOD SHOW** With Margaret Whiting, The Melody Maids, and Henry Sylvern and his Orchestra.
★ **SINCERELY KENNY BAKER** With Buddy Cole and his Men of Music.
★ **KORN KOBBLERS** America's most humorous band, with Alan Courtney.
★ **SONGS OF GOOD CHEER** With Laurence Elliott, Willard Young, Mar Shope, Lydia Summers, Stanley Carlson, Gerald Allaire Sears, and Vladimi Selinsky, Orchestra Conductor.

WESTERN VARIETY

★ **OLD CORRAL** With Pappy Cheshire, Sally Foster, Merle Travis, Tim Dunc and The Bunk House Quartette.

MYSTERY

★ **MANHUNT** An exciting mystery thriller.

SOAP OPERAS

★ **DEAREST MOTHER, CAREER OF ALICE BLAIR, FORBIDDEN** Three popular soap operas.

SPORTS

★ **ONE FOR THE BOOK** Delightful 5 minute sports stories told by Sa Can be combined for 15 minute show.

THERE'S A ZIV

RENEWALS** EASIER SALES***

AS IT!

1/2 HOUR SHOWS

WESTERN ADVENTURE

★ **CISCO KID** O. Henry's creation. Each a separate episode. Exciting western adventure. The top-rated "kid" program, coast to coast.

★ **LIGHTNING JIM** Exciting western adventure. Each episode complete.

DRAMA

★ **FAVORITE STORY** Top drama with Ronald Colman as host and narrator. Featuring distinguished guest stars.

MYSTERY

★ **BOSTON BLACKIE** The top-rated mystery adventure. Each episode complete. Starring Richard Kollmar.

★ **PHILO VANCE** Scientific sleuthing portrayed by Jackson Beck and star cast.

MUSICAL

★ **THE GUY LOMBARDO SHOW** With Guy and his Royal Canadians. Narrated by David Ross, and featuring the Twin Pianos, the Lombardo Picture Story, Don Rodney, Kenny Gardner, the Vocal Trio, and the famous Lombardo Medley.

★ **THE WAYNE KING SHOW** With the Waltz King and his incomparable music. Narrated by Franklyn MacCormack, and featuring the vocals of Nancy Evans and Larry Douglas.

FOR DETAILS, WRITE, WIRE OR PHONE...

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

A ZIV SHOW TO FIT YOUR NEEDS!

editorial

Facts, War & Taxes

WITH the off-year elections over, a new tax-minded Congress will shortly convene. It will be goaded by the Administration to wring every possible dollar out of industry—and individuals—to pay the stupendous cost of total armament and to give succor, aid and wherewithal to our austerity-ridden allies.

The broadcast media expect to be taxed along with all other pursuits. But they must be alerted against inequitable burdens.

Some already are upon us. Take the excise taxes on radio, and now TV receiving sets, which were thrown into the "luxury" category. Turn to the Civil Defense Plan and you find the broadcast media classified as the "nerve system." Luxury indeed!

Those, however, are over the legislative hill. What's ahead? Notice was served last session of legislative proposals for license fees on stations to defray the cost of their administration by government. During radio's 30 years, this proposal has been advanced at least 30 times. It has been licked because of its obvious discrimination against companies which pay taxes at all established levels and get no more out of government than other arts, industries or pursuits paying no special imposts.

Excess profits taxes, or war profits taxes, which are certain to be legislated at the new session, also warrant close scrutiny by the radio-TV media, lest undue hardship be caused. Since the close of World War II (if, indeed, it has closed) many stations have expanded plant and facilities, making extraordinary expenditures. There are 107 TV plants in operation, none of which turned the economic corner until this year. They certainly are entitled to consideration in revenue legislation which would be designed to syphon off only those profits earned as a result of the emergency conditions.

At the NAB District 4 meeting in Williamsburg a fortnight ago, cognizance was taken of both the franchise and the excess profits tax projects. It's a job that can be done partially by the NAB and the RTMA, which also is at work. But it's also a task for all broadcasters and telecasters, who should acquaint their Congressional delegations with the facts —now, and on the front porch before the new session begins.

Crosby Cropper

JOHN CROSBY has stepped out of his principal character as radio-television critic of the *New York Herald-Tribune* and, by composing a damning essay on radio's "Seven Deadly Sins" (*Life*, Nov. 6), has damaged his reputation for discriminating criticism.

Mr. Crosby is himself guilty of some of the sins that he attributes to radio. Provincialism, for example.

"Radio became a troglodyte," he writes, because its production centers were New York and Hollywood, "two of the least characteristic cities in the country." Yet his article is written from a New Yorker's point of view.

Throughout the piece he treats radio in the past tense, a grammatical habit that seems inexcusable even in a writer working in New York, where television has had its most vigorous growth.

To illustrate his sweeping assertion that advertisers dominate radio, Mr. Crosby cites a Lazarsfeld study that showed only half of American women liked soap operas.

"While gratifying the rather astonishing taste of the 50% of women who like soap opera," Mr. Crosby writes, "the advertiser failed utterly to put anything on the air to appeal to the 50% of women who hated it."

Mr. Crosby must know better than this, if he does as much listening as he claims to.

Mr. Crosby's whole approach to radio in his *Life* article is that of a man who, passing a news stand on which a large number of confession, detective and spicy story magazines is displayed, concludes that the entire magazine industry panders to the drooling boobs among the populace. You have to look for what you want on radio, just as you do in magazines, newspapers, the stage, movies or any other medium of entertainment or information.

Many of the high spots of radio's history as a medium of information and entertainment were ably outlined last week in CBS' "The Sound of Your Life" [BROADCASTING, Nov. 3]. Appropriately enough it was distributed to thousands in radio and related fields at almost the same time that Mr. Crosby's article appeared on the magazine stands.

Not everything in Mr. Crosby's article is untrue. Radio, like any other enterprise, is full of frailties. The essential feature of the piece to which we object is that it exaggerates the frailties and forgets the very great strength of the biggest medium of mass communications.

NAB: Cross-roads Crossed

THE "FISCAL YEAR" of the NAB wound up last week with the completion of the last of 17 district meetings. The board of directors meets this week to appraise the results, balance the books, and chart the course ahead.

Just a few months ago, the NAB was at the cross-roads. There were serious questions whether it would survive.

All that has changed. William B. Ryan, a practical broadcaster fresh from combined AM-TV operations on the West Coast, took over May 1 as general manager. His approach was sound. A trade association, after all, was a business. He had no preconceived notions about protocol or precedent. Washington's rarified atmosphere did not awe him.

He moulded the NAB staff into a smoother machine. He has kept within somewhat diminished budget limits. He has worked well with President Justin Miller, who has gained a freer hand on policy.

This completes what might be described as the first phase of NAB's renaissance. Promises made at district meetings must be fulfilled. Foremost are Broadcast Advertising Bureau and Broadcast Audience Measurement.

And there's the ever-present Washington waterfront job—a wartime assignment in these explosive days. There's nothing more fundamental than the protection of the media that constitute the broadcasting arts—aural and visual—against the onslaughts of those who would dilute their freedom. A few weeks ago, President Truman referred to these media as "audible journalism," entitled to freedom on parity with the press.

The NAB board that meets in Washington this week will face less pressure than confronted it prior to the district meetings. Phase 1 can be recorded as "well done." From this point it's a matter of activating the blueprints, as well as keeping the association's organizational structure tuned to the needs of its AM, TV and FM segments.

our respects to

WILLIAM STEWART GRANT

JUST 10 years ago this month a new firm name appeared in radio circles on the West Coast. It was the W. S. Grant Co. Inc., a name known today across the country as one of the largest radio representative firms in the nation, operating exclusively in secondary markets. In the short decade of its life the firm has accumulated more than 40 independent station accounts, leaving behind many older established firms in the highly competitive representative field.

The man behind this success story is William Stewart Grant, a quiet, mild, modest man of 48, who gave up a successful and promising career in the newspaper business to embark on a new career in radio, a field in which he had no previous experience and very little acquaintanceship. The move was not entirely of his own choosing.

In 1939, at 37, Mr. Grant was business manager of the *Merced* (Calif.) *Sun-Star*. Behind him were 20 years of newspaper work. He had climbed to his executive position through the various departments of numerous publications across the country. The owner of the newspaper, Hugh McClung, also was owner of four California radio stations — KYOS Merced, KHSL Chico, KVCV Redding and KMYC Marysville—and he was concerned over the light schedule of advertising his stations were receiving from advertisers outside their re-

(Continued on page 58)

By AWFREY QUINCY

IN Metropolitan New York where television receiver saturation is highest, a survey of paying customers at Rockaway Park showed that radio advertising had pulled 40 customers for every one attracted by television. Must be that all the TV families are patrons of Coney Island.

* * *

After watching Mrs. Arthur Murray introduce Mr. Arthur Murray to the TV audience, we still inquire "IS there an Arthur Murray?"

* * *

The Korean war has taken a turn for the worse, but don't worry lads. If the going gets too tough, we can always put in Hopalong Cassidy.

* * *

When talent starts passing judgment on the merits of color TV we are reminded of some of the wonderful program and sales ideas we've had from our engineers.

"Early Birds" get the Buyers

WESTERN UNION

1201

CLASS OF SERVICE
This is a full-rate Telegram or Cable-gram unless its de-ferred character is in-dicated by a suitable symbol above or pre-ceding the address.

SYMBOLS
DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

W. P. MARSHALL, PRESIDENT

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

DA128 SYA185

1951 OCT 3 PM 12 02

SY.AVA101 DL PD=AV NEWYORK NY 3 1229P=
RALPH W NIMMONS=STATION WFAA
1122 JACKSON ST DAL=

HORRIFIED TO LEARN NO AVAILABILITIES FOR CHAP STICK IN EARLY BIRDS. YOU DID SUCH A GREAT JOB FOR US LAST YEAR WE WERE COUNTING ON YOU. SCHEDULE THREE A WEEK TWENTY TWO WEEKS STARTING OCTOBER SIXTEENTH. PETRY ADVISED BACK IN JUNE TO PUT THROUGH CONTRACT SOON AS YOU COULD ACCEPT. PLEASE GIVE THIS YOUR PERSONAL ATTENTION NOW AND OPEN UP FOR ME=
PAUL G GUMBINNER L C GUMBINNER ADV AGENCY INC 9 EAST 41 ST NEW YORK 17=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

WFAA

820 KC-NBC 50,000-WATT
Clear Channel Station
570 KC-ABC 5,000-WATT
TEXAS QUALITY NETWORK

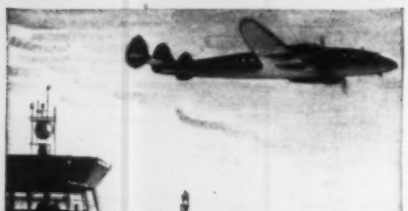
Radio Service of the DALLAS MORNING NEWS
Martin B. Campbell, General Manager

Represented Nationally by EDWARD PETRY & CO., INC.

Cars keep rolling off line when parts "fly" to the job

Increased production at a West Coast assembly line caused a parts shortage. Shipment in transit was located at St. Louis in late afternoon and Air Expressed to coast. Delivered 5 A.M. next morning. Speed like this keeps production rolling, lets you meet every delivery date. The cost? Shipping charge for 50-lb. carton: $24.56.

You get door-to-door service *included* in the low rate. This makes the world's fastest transportation method convenient and easy to use. Specify it regularly to keep customer service high—and high-cost inventories low.



Shipments go on all Scheduled Airline flights. Speeds up to 5 miles a minute—dependable service, experienced handling. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)

Only Air Express gives you all these advantages:

World's fastest transportation method.
Special door-to-door service at no extra cost.
One-carrier responsibility all the way.
1150 cities served direct by air; air-rail to 22,000 off-airline points.
Experienced Air Express has handled over 25 million shipments.

AIR EXPRESS
GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

A service of
Railway Express Agency and the
SCHEDULED AIRLINES of the U.S.

THE TRAFFIC SYSTEM PROBLEM

WIS Uses Remington-Rand Kardex for Answer

WIS' station log and traffic system unit.

* * *

RADIO stations have long considered their traffic departments among their prime problems. How, broadcasting executives wonder, can a simplified, at-a-glance and yet complete system be devised which will immediately answer mandatory questions regarding announcement and program availabilities?

WIS Columbia, S. C., on NBC has found a solution to its trouble pertaining to the highly complicated and vital traffic department situation.

It all came about when, in 1943, Managing Director J. Dudley Saumenig—a veteran of the broadcasting business since 1927—determined that someone should perfect an "ideal" traffic system to offer an assist in this important role of the radio industry. Results were completed in 1944 and have seen no major change since that time.

Utilizing the Remington-Rand Visible Kardex system with special printed colors, Mr. Saumenig's system allows solutions to the following long-standing traffic department problems in a simplified manner:

(1) Any trained employe may see at a glance the entire picture of the week's operation, with announcement and program availabilities all visible.

(2) The unique system of color signals and tabs indicates every traffic and sales operation; shows the source of all commercial and sustaining programs and announcements; notifies the viewer of all expirations; indicates all advanced reservations and sales by date; and allows the viewer to immediately recognize all open time including segments in participating periods.

(3) A companion Kardex system allows for easy and correct scheduling of transcription tracks, as well as copy instructions by numbers on dates authorized, etc.

(4) The unusual flexibility of the system allows the individual portable trays to be lifted from their rack for typing schedules and other necessary purposes. The seven individual trays each contain 85 packets using the standard 8x5 Kardex cards. These packets rest in a rack at a 30-degree angle. Thus the rack is 65½ inches long by 28 inches deep, and may be used on a standard 60-inch desk.

(5) The upper non-visible part of the log cards are specially printed forms, containing all information necessary pertaining to a program or announcement in a readily accessible, easy-to-read manner by merely lifting the packet.

(6) Conveniently installed beside the telephone and teletype outlets in the WIS traffic department, the system allows immediate confirmation of telephone or teletype inquiries regarding availabilities, program information and the like, as well as indicating product conflicts.

Mr. Saumenig estimates that his station log and traffic system saves its original cost twice each year, considerng the time and effort saved by closely coordinating the system with other traffic department activities.

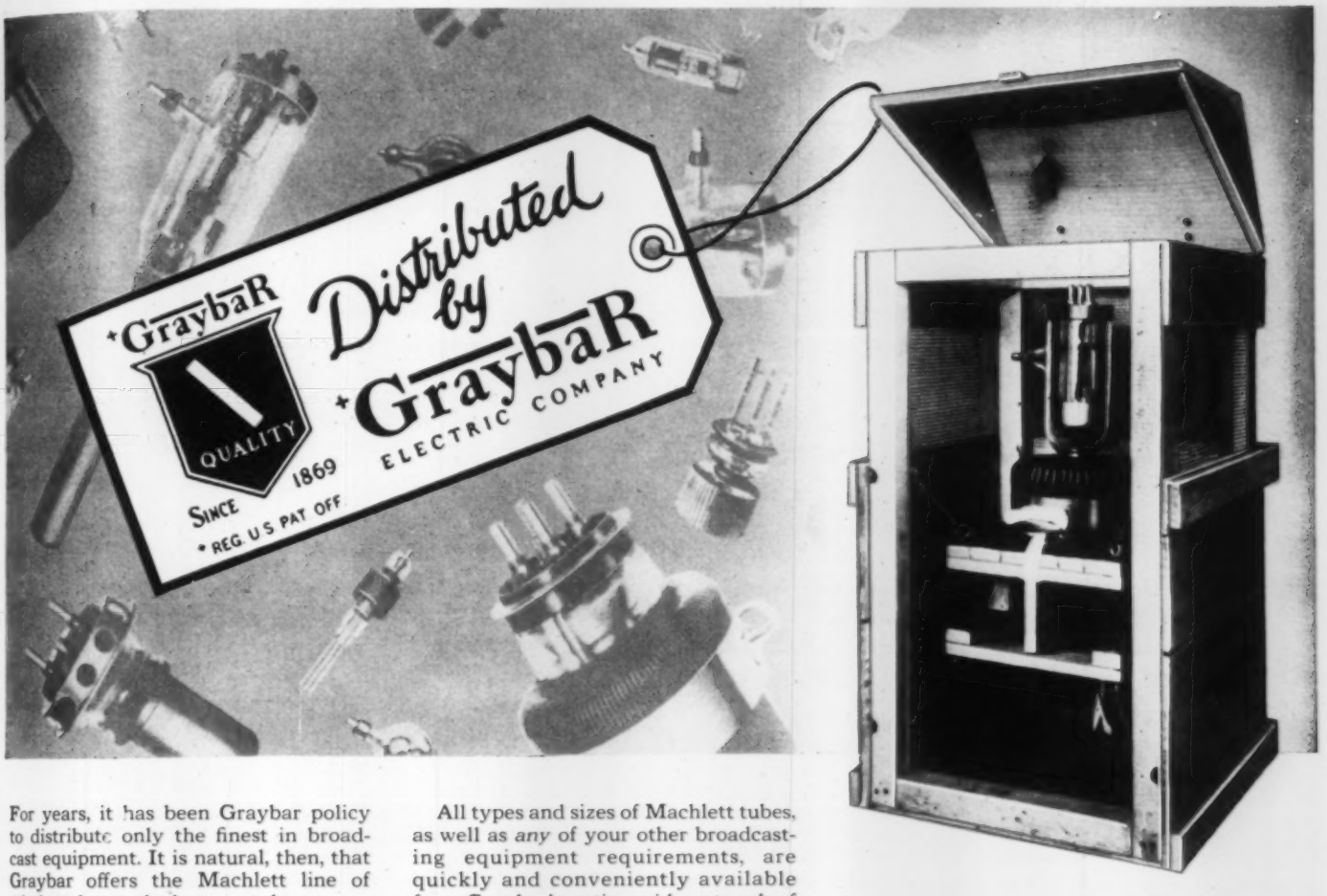
Last June Mr. Saumenig was invited by Free & Peters Inc., pioneer radio station representative, to illustrate and explain the intricately planned system as a part of an F&P sales clinic conducted at Chicago's Edgewater Beach Hotel. The 75 broadcasters in attendance were high in their praise of the easy-to-read method of traffic procedure, Mr. Saumenig reports.

Canadian Clinic

FIRST CANADIAN Television Clinic is to be held by Academy of Radio Arts, Dec. 7-9 at the Royal York Hotel, Toronto. A number of leading specialists from U. S. television stations will present first-hand insight into the many problems of telecasting, from engineering to performing. Clinic will take the form of addresses and round table discussions, and will be directed by Lorne Greene, well known Canadian announcer and director of the Academy of Radio Arts.

GraybaR recommends

MACHLETT ELECTRON TUBES



For years, it has been Graybar policy to distribute only the finest in broadcast equipment. It is natural, then, that Graybar offers the Machlett line of tried and tested electron tubes.

Machlett products are backed by more than 50 years of experience and skill – you get a bonus of extra-long life and high-quality performance in every tube.

All types and sizes of Machlett tubes, as well as *any* of your other broadcasting equipment requirements, are quickly and conveniently available from Graybar's nation-wide network of warehouses. For facts, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 5056

Distributor of *Western Electric* products

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .

Amplifiers (1,21)
Antenna Equipment (21)
Attenuators (7)
Cabinets (14)
Consoles (21)
Loudspeakers and Accessories (1,21,23)
Microphones, Stands and Accessories (1,12,13,16,21,23)
Monitors (11)
Recorders and Accessories (2,8,18,20)
Speech Input Equipment (21)
Test Equipment (1,7,11,22)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (6,10)
Transmission Line and Accessories (5)
Transmitters, AM and FM (21)
Tubes (10,15,21)
Turntables, Reproducers, and Accessories (8,18,21)
Wiring Supplies and Devices (4,9,10,12,17,19,23)

Manufactured By . . .

(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Crouse-Hinds
(7) Daven
(8) Fairchild
(9) General Cable
(10) General Electric
(11) General Radio
(12) Hubbell
(13) Hugh Lyons
(14) Karp Metal
(15) Machlett
(16) Meletron
(17) National Electric Products
(18) Presto
(19) Triangle
(20) Webster Electric
(21) Western Electric
(22) Weston
(23) Whitney Blake

There are Graybar offices in over 100 principal cities. These are the District Graybar Broadcast Equipment Representatives in 19 Key Cities.

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1-1360

DALLAS
C. C. Ross, Randolph 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 8-4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
W. G. Pree, Geneva 1621

NEW YORK
F. C. Sweeney, Watkins 4-3000

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead 4700

front office

RAYMOND S. GREEN, general manager WFLN (FM) Philadelphia, elected vice president Franklin Broadcasting Co. Will continue as manager. **WILLIAM DAVISON** named sales manager and **PAUL GOODYEAR** program director.

STEVE MADDEN, general manager KPRS Olathe, Kan., resigns. Will open own agency at 113½ E. Park, Olathe.

EDDIE PHELAN, announcer-promotion man WJXN Jackson, Miss., to WVIM Vicksburg, Miss., as assistant manager. **BOB HALLGREN** to WJXN sales and promotion staff.

CHARLES E. KENNEDY appointed station manager WANE Fort Wayne, Ind. Was with WTHI Terre Haute, Ind., as sales manager.

EDNA G. PERKINS, KLAC Hollywood, named executive secretary of Television Broadcasters of Southern California.

ARTHUR H. SHERIN Jr., director TV sales Avery-Knodel Co., N. Y., to account executive in TV division Edward Petry & Co. Inc., N. Y.

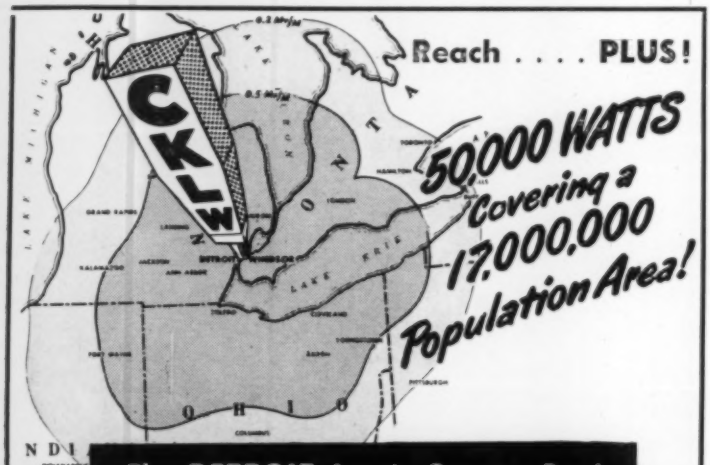
WILLIAM F. FAIRBANKS, NBC research and sales promotion-advertising departments, to ABC as account executive in radio sales.

KOME Tulsa appoints **John E. Pearson Co.**, New York, as its national representative.

TED WEBBE, sales manager and industrial relations director WCTC New Brunswick, N. J., resigns. Future plans unannounced.

ALFRED J. HARDING, account executive CBS Radio Sales, N. Y., appointed account executive with CBS-TV network sales department, effective Nov. 20.

WKST New Castle, Pa., appoints **Robert Meeker Assoc.**, N. Y., as stations representative.



The **DETROIT** Area's Greater Buy!
—at the lowest rate of any major station in this region!

CKLW with 50,000 watt power is hitting an audience of 17,000,000 people in a 5 state region. This mighty power, coupled with the LOWEST RATE OF ANY MAJOR STATION IN THIS REGION means that you get more for every dollar you spend in this area when you use CKLW—plan your Fall schedule on CKLW now!

Adam J. Young, Jr., Inc.
National Rep.

J. E. Campeau
President

Guardian Building
Detroit 26

CKLW

SAMUEL H. BENNETT, vice president in-charge of sales KMBC KFRM Kansas City, Mo., resigns. Future plans have not been announced.

CLIFFORD H. GLICK appointed sales manager WEAT Lake Worth Fla. Was with sales departments NBC, MBS and WNEW New York.

MARVIN CONN to KFGO Fargo, N. D., as account executive and sportscaster.

MARY SUTHERLAND, resigned as member CBC board of governors, to manager CHUB Nanaimo, B. C.

MORRIS LUCOW, to sales staff CHUM Toronto, replacing **WALTER MUZYLO**, resigned.

GENE STRACK to sales staff WXLW Indianapolis. Was assistant to director national public relations for American Legion.

ERNEST D. BEATIE, sales manager KULA Honolulu, to KGYW Valley, Calif., as sales representative.

AL MOREY, program director WBBM Chicago since March 1949, named director of program sales. Will direct department of four writers who will create, develop and sell new show ideas.

ROBERT M. WILLIAMS, with *Philadelphia Inquirer* in Detroit, to Harrington, Righter & Parsons Inc., Chicago office, as account executive.

ED KASPER and **JACK GROSSCUP** to Taylor Co., Chicago, station representative firm, as salesman. Mr. Kasper worked in radio department Montgomery, Ward & Co., Mr. Grosscup has been selling publicity service, both in Chicago.

GLENN R. THAYER appointed general manager WONW Defiance, Ohio. Was with WANE Fort Wayne, Ind., as manager.

Personals . . .

EARL BRADLEY, salesman WKRC-TV Cincinnati, father of a girl . . . **E. L. BUSHNELL**, director general of programs CBC Toronto, made Indian chief by Kiowa Tribe of Oklahoma. . . . **THEODORE C. STREIBERT**, president WOR-AM-FM-TV New York, made honorary deputy sheriff of New York City.

ED W. BUCKALEW, KNX Hollywood and Columbia Pacific Network general sales manager, on extended eastern sales trip. Will visit Chicago, New York and Detroit. Returns to Hollywood Nov. 21 . . . **J. D. JONES Jr.**, general manager KTAT Frederick, Okla., commissioned honorary colonel on staff of Governor of Oklahoma.

JOHN L. BOOTH, president Booth Radio and Television Stations Inc., Detroit, father of boy, John L. Booth 2d. . . . **GRAEME ZIMMER**, vice president Radio Virginia, WXGI Richmond, Va., to serve on state Civilian Defense board in publicity department . . . **LINCOLN W. MILLER**, executive vice president KXA Seattle, elected to board of governors Washington State Press Club. **FRED F. CHITTY**, general manager KVAN Vancouver, Wash., elected vice president from third congressional district.

GEORGE WHITNEY, manager KFI Los Angeles, named radio chairman Los Angeles County March of Dimes campaign. . . . **JOSEPH GARVEY**, manager WJOL Joliet, Ill., father of boy, John Thomas. . . . **JERRY VERNON**, head of TV network sales at ABC Central Division, and **MARY MOORHEAD**, former secretary to ABC Central Division Vice President John H. Norton Jr., married Nov. 4.

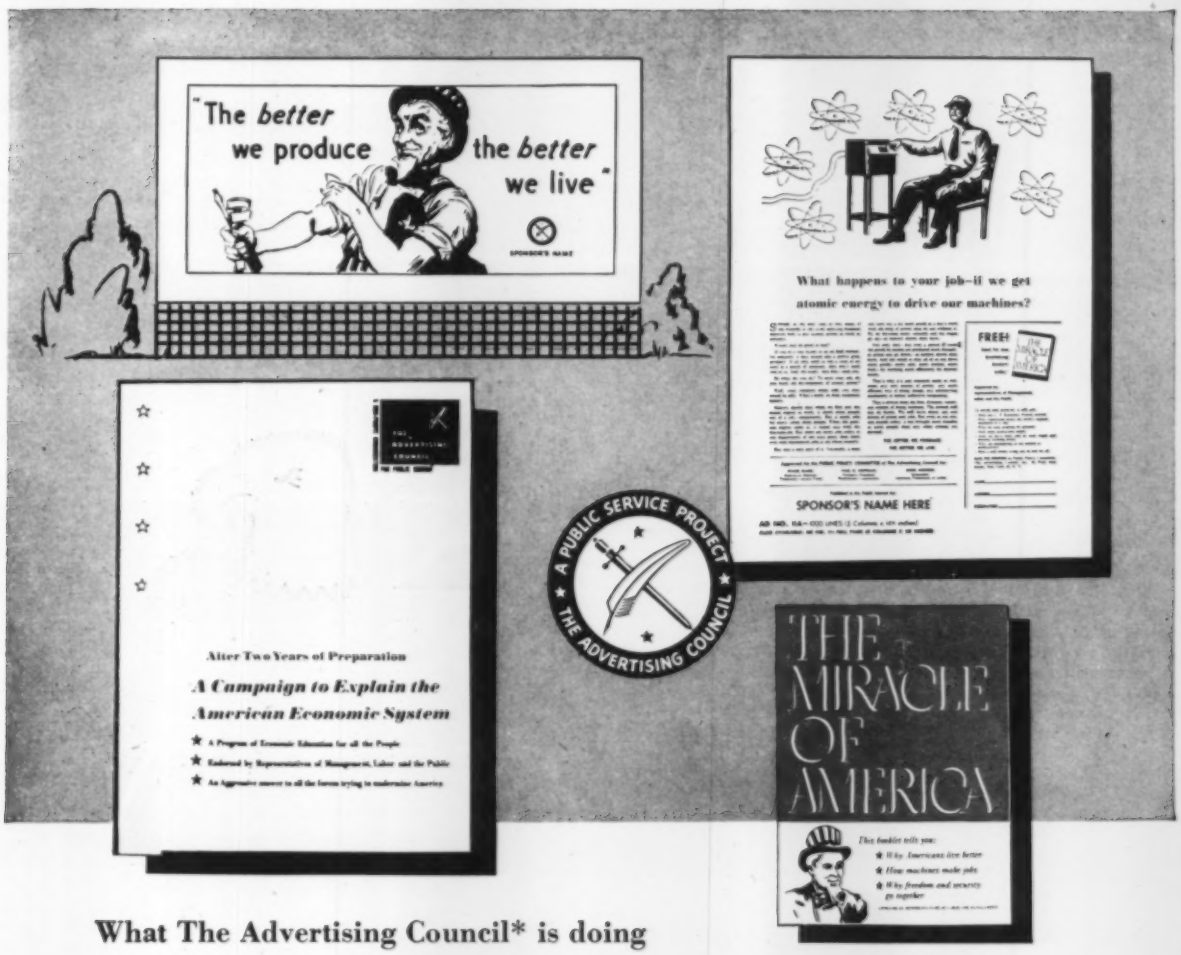
REXALL CONTRACT

To Take 'Amos 'n' Andy'

CONTRACT for Rexall sponsorship of the CBS *Amos 'n' Andy* show Sunday 7:30-8 p.m., to start Jan. 7 is still in the verbal stage [BROADCASTING, Nov. 6] but is expected to be put into writing at an early date, and will extend only to the end of the present season, June 10, with no options. The drug chain would take up the last 26 weeks of the current Lever Bros. contract which went into effect Oct. 1.

At the present time the firm is planning no summer show for the coming season. Rexall agency is BBDO, Los Angeles.

In 5 clinical surveys, KFMJ outsells Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details. KFMJ, the Fred Jones Station, Tulsa, Okla. One of America's top independents. Lawson Taylor, Mgr.


"The better we produce the better we live"
What happens to your job—if we get atomic energy to drive our machines?
FREE!
SPONSOR'S NAME HERE
A PUBLIC SERVICE PROJECT
THE ADVERTISING COUNCIL
After Two Years of Preparation
A Campaign to Explain the American Economic System
THE MIRACLE OF AMERICA

What The Advertising Council* is doing

to explain America to Americans!

WHAT! explain America to Americans? Yes, strangely enough, the truth is that altogether too many Americans don't really know what makes this great country of ours tick.

And that's a danger. For, through ignorance, Americans may permit the undermining or destruction of the economic system which has made this country the envy of all others.

Can anything be done about it? Several years ago leaders of the AAAA and ANA decided "Yes". As a result, The Advertising Council's "Economic Education Program" was born. Its objective is to "give all Americans the knowledge that is needed to appreciate our system and the determination to make it better."

After two years of preparation, this program was launched in November, 1948, and still is in operation. One of the biggest and most successful of all Advertising Council programs, it has been endorsed by representatives of management, labor and the public. It was planned with the guidance of and has received the approval of distinguished citizens from all walks in life.

Advertisers and Media Owners... Your Help is Needed!

The success of this important program depends on the public spirited and generous cooperation of advertisers and media owners. *Your* help, in the form of space and time donations, will mean a lot toward a better understanding of the American economic system. For full information write to: The Advertising Council, Inc., 25 West 45th Street, New York 19, N. Y.

Published in the public interest

by

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

*A NON-PROFIT ORGANIZATION FORMED TO UTILIZE ADVERTISING IN THE PUBLIC GOOD

air-casters

ALAN COURTNEY, director public service and guest relations NBC Hollywood, named radio-television contact L. A. Area Servicemen's Organizations, new coordinating committee of civic groups for arranging entertainment for members of Armed Forces visiting L. A.

HOWARD JOYCE, WGRD Grand Rapids, Mich., to announcing staff WHTC Holland, Mich.

LOIS FREDERICK, traffic manager WOHI East Liverpool, Ohio, to women's director. **JEAN LEWIS** replaces her as traffic manager.

TOM DONAHUE, WINX Washington, to WIBG Philadelphia as announcer.

FRED MEINKEN, head librarian music department WGN Chicago, retires. Had been with station 25 years. Mr. and Mrs. Meinken have moved to San Diego.

HARRY GRIER, veteran radio announcer, to KATL Houston doing 30-minute six-day a week show.

VIRGIL BOOTH, WKBW Buffalo, to announcing staff WBEN-AM-TV same city. **ROBERT RICH** named WBEN program director replacing **GEORGE TORGE,** who will devote all of his time to television.

BOB McVAY, graduate UCLA and Hal Styles School of Radio and Television, Beverly Hills, Calif., to KGPH Flagstaff, Ariz.

MARY B. CAMACHO to traffic department KICO Calexico, Calif.

DICK BROWN and **JAMES DUNN** to announcing staff WCSS Amsterdam, N. Y. Mr. Brown was with KLZ Denver and WPEN Philadelphia; Mr. Dunn had been with WHWB and WSYB Rutland, Vt.

CLYDE McMILLEN named music director WXLW Indianapolis.

BILL HEALION, floor manager WNBQ (TV) Chicago, father of girl, Candice.

MOLLY LOW, Hal Styles School of Radio and Television, Beverly Hills, Calif., starts two-hour nightly record show on KGFJ Los Angeles.

HARRY KOPLAN, m.c.-producer CBS *Meet the Missus,* father of girl, Carol Louise.

EUGENE B. DODSON, promotion manager WKY-AM-TV Oklahoma City, elected member board of directors Oklahoma City Gridiron Club.

STEVE ROWAN, special events director CKY Winnipeg, Man., hospitalized after being hurt in radio football league game between CKY and CBW Winnipeg.

ROBERT WEAVER, student U. of Miami, to staff announcer WTVJ (TV) Miami, Fla.

BOB MORRISON, disc jockey-announcer KFH-AM-FM Wichita, Kan., to active duty with Armed Forces.

DON MORELAND joins *Don McNeill's TV Club* (Wed. on ABC-TV) as vocalist.

JERRY WARREN, radio writer, actor and announcer, to WBBM Chicago as writer of *Saturday Night Party.*

RICK LIFVENDAHL, ABC Chicago sales service department, leaves Nov. 27 for service with a Navy intelligence unit.

ROBERT E. ROGERS, Hollywood commercial film work, to WFAA-TV Dallas as film technician for station's film production unit, under direction of **VICTOR L. DUNCAN.**

JAY SEIBEL, program manager WWOD Lynchburg, Va., resigns. Plans to enter radio-TV work in Los Angeles. **DON JARVIS,** production manager, succeeds him at WWOD.

RICHARD V. THIRIOT, spacebuyer Gillham Adv., Salt Lake City, to KSL-TV Salt Lake City as film editor.

JIMMY SCRIBNER, of transcribed *Uncle Remus* radio serjes, signed by Progressive Broadcasting System for new quarter-hour children's program series to be aired Sat. 10:30-10:45 a.m. PST.

PRISCILLA ELLIS and **RICHARD DUMONT** to ABC Central Division promotion staff. Miss Ellis worked at Chicago *Sun-Times,* and Mr. Dumont was transferred from mail room.

MORT GRANAS leaves Columbia Pacific Network staff to join U. S. Army Far Eastern Command.

HAPPY ISON, disc jockey WTIP Charleston, W. Va., to WPDX Clarksburg, W. Va.

GENE CHARBONNEAU, former announcer CKRC Winnipeg, Man., and CFAR Flin Flon, Man., to program staff CKY Winnipeg.

ROBERT J. McBRIDE Jr., announcer, special events, promotion and news director WPIK Alexandria, Va., to WGH Newport News, Va., as promotion director.

MARY SKAAR to KFGO Fargo, N. D., to conduct daily women's program. Also does newspaper shopping column.

News . . .

EUGENE JONES, who with twin brother, **Charles,** provided newsreel photographic coverage of Korean War for NBC-TV, awarded Purple Heart Medal on *The Kate Smith Hour* over NBC-TV Nov. 2.

RICK WEAVER to WIOU Kokomo, Ind., as sports director. Was with WCAV Norfolk, Va., and WGCM Gulfport, Miss.

RAY SPRIGLE, Pittsburgh newspaperman, to WBVP Beaver Falls, Pa., on temporary basis in news department. He will be with station "at least" for duration of Pittsburgh newspaper strike.

CHARLES W. (Bill) RUFF, staff announcer and copy writer KVON Napa, Calif., to KOLO Reno, Nev., as news editor.

JACK LONGENECKER, to WOHI East Liverpool, Ohio, as news director replacing **HOWARD BACK.**

JUDGE
a station by the company it keeps

One of the nation's leading insurance companies, with a sizable advertising budget, uses 30 radio stations throughout the country. WINS is one of them, and is the only independent used in metropolitan New York. Why? Because low rate per thousand, plus response, makes WINS the perfect radio buy in this market.

Call your WINS representative . . . see him when he calls.

Buy WINS . . . it Sells!

WINS
50KW New York

CROSLEY BROADCASTING CORPORATION

XMAS SET DRIVE

Spot Radio Gets Big Part

IN a pre-Christmas $2 million dollar promotion campaign, launched by American television dealers and manufacturers, at least half of the amount is being spent in radio and television. More than three-quarters of the $1 million budget will be allocated to the spot radio list.

The group is sponsoring the gigantic campaign to offset the effect of a new federal tax and credit restrictions.

Media plans call for the use of spots on more than 250 radio stations and extensive use of newspapers as well as 65 television market areas.

In addition the agency, Ruthrauff & Ryan, New York, has cut a record for the group of an especially written song, "I Want a Television Set for Christmas," sung by Mindy Carson, which is being distributed to more than 20,000 dealers, distributors, disc jockeys, etc.

SCHOOL FILMS

WQAM Distributes Newsreel

THROUGH the cooperation of WQAM Miami and the *Miami Herald,* Florida schools are receiving current up-to-the-minute newsreels of world and national events as a regular educational feature.

The newsreel is the monthly issue of the "News Magazine of the Screen," a timely dramatic, informative and factual presentation of news events, and goes to the classroom at no cost to the school. Film has a scheduled release date for each of the nine months of the school year, and each copy is distributed throughout the schools of Florida under a specially devised plan that will assure speedy circulation and the greatest possible audience.

More than 20 copies of each issue are being made available by the *Miami Herald* and WQAM for use within the Florida school system. Some copies also will be available for use by various civic groups throughout the state to be shown at noon and evening meetings.

Hollinger to KPOA

FIN HOLLINGER, manager of KIST Santa Barbara, Calif., for the past three and one-half years, joins KPOA Honolulu as general manager effective the end of this year. Before joining KIST in 1947, Mr. Hollinger was for over five years manager of KDB Santa Barbara and prior to that was commercial manager of WHLD Niagara Falls, N. Y.

CFJR is new call letter of CFJM, Brockville, Ont., with 250 watts on 1450 kc., as announced by Department of Transport, Ottawa.

RISING EARLY . . .
6,000 Jam KRNT Dawn Show

PEOPLE have been known to get up with the chickens and all-night radio parties are not exactly new, but KRNT Des Moines, Iowa, "pulled" some 6,000 fans right out of their beds and drew them to its Don Bell anniversary "daybreak" show at 6 a.m.

For the second straight year KRNT jam-packed its huge theatre for a three-hour party jamboree consisting of audience participation stunts, skits, musical numbers, etc. To top it off, the station served 6,000 doughnuts and 180 gallons of coffee. Occasion was Mr. Bell's fourth anniversary at KRNT where he has become a top-rated disc jockey and one of Iowa's most popular radio personalities.

The Bell anniversary is one of KRNT's biggest promotions and requires services of 40 people to stage the event. Station held a similar program last year and drew 4,500 spectators to the KRNT Theatre.

Mr. Bell also received transcribed salutes and wired congratulations from ABC network stars, and additionally was saluted on three network shows — Johnny Olsen's *Luncheon Club*, Don McNeill's *Breakfast Club* and John Reed King's *Chance of a Lifetime*.

Disc Jockey Bell put baby caps on three audience participants who race each other to empty the contents of their bottles and win a prize. Stunts like this entertained 6,000 Iowa radio fans at KRNT daybreak party on Mr. Bell's anniversary.

They Say . . .

"WHEN [sports] attendance falls off, as it has been, they blame it on television and they tell you that if you don't think television hurts the gate take a look at the receipts of the Louis-Charles fight . . . Television killed the gate for that fight, they tell you.

"So, we'll tell them something, that is: Television saved the gate of the Louis-Charles fight. The only reason the television and radio rights were sold was that the advance sale of tickets was so small that the promoters faced a loss and the $140,000 they received for the rights carried them over the financial hump."

From Sports column in
The Detroit News

WDRC

CONNECTICUT'S PIONEER BROADCASTER

NOW! HARTFORD GETS MOST VOTES AS NO. 1 TEST CITY FOR THE U. S. A.*

* According to Sales Management Survey (Nov. 10th Issue)

CBS

upcoming

Nov. 16: AAAA Michigan council meeting, Hotel Statler, Detroit.

Nov. 16-17: Board of governors, Canadian Broadcasting Corp., Ottawa.

Nov. 16-18: National Assn. of Radio News Directors Convention, Hotel Sherman, Chicago.

Nov. 20: FCC hearing on AT&T allocation of time on TV network facilities, FCC Hdqtrs., Washington.

Nov. 20: Broadcast Audience Measurement Inc. Board meeting, BMB Hdqtrs., New York.

Nov. 25-26: National Assn. of Radio Farm Directors, Stevens Hotel, Chicago.

Nov. 27: Congress resumes.

Nov. 30-Dec. 2: Western Assn. of Broadcasting Engineering Convention, Palliser Hotel, Calgary, Alta.

Dec. 1-2: Florida Assn. of Broadcasters, Mayflower Hotel, Jacksonville, Fla.

Dec. 6: Tennessee Assn of Broadcasters, Andrew Jackson Hotel, Nashville.

Dec. 7-9: Academy of Radio Artists (Canada), Royal York Hotel, Toronto.

Dec. 8: Television Broadcasters Assn. meeting, New York.

PACIFIC AAAA
Names Cole Chairman

L. C. COLE of L. C. Cole Co. Adv., San Francisco, was elected chairman of the Pacific Council of American Assn. of Advertising Agencies last week, and Carl K. Tester, Philip J. Meany Co., Los Angeles, was named vice chairman of the council for the 1950-51 term. Merle W. Manly of Botsford, Constantine & Gardner, Portland, was re-elected secretary-treasurer.

Mr. Tester and Charles R. Devine, Devine & Brassard Inc., Spokane, were elected governors of the council for the two year terms, and Gene Duckwall, Foote, Cone & Belding, Los Angeles, was named governor for a one-year tenure.

KXOK St. Louis received award from St. Louis Junior Chamber of Commerce for *Wake Up, St. Louis* weekly program carried in cooperation with Junior Chamber of Commerce and Bar Association of St. Louis.

HE CHOSE Magnecorder

Checking a second Magnecorder installation.

PT6-A Magnecorder and amplifier in rack mount, WGAR Cleveland

THE FIRST CHOICE OF RADIO ENGINEERS

HIGH FIDELITY, LOW COST

Only Magnecord offers you such high fidelity at such low cost. Magnecorder frequency response: 50–15 kc ± 2 db. Signal-noise ratio: 50 db. Harmonic distortion less than 2%. Meets N. A. B. standards. More radio engineers use Magnecorders than all professional tape recorders combined!

GREATEST FLEXIBILITY

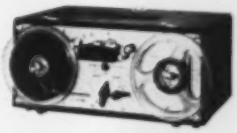
Mount a Magnecorder in a rack or console cabinet for delayed studio or network shows. Slip it into its really portable cases for remotes. Add to your Magnecord equipment as you need it—combine Magnecorders to suit every purpose.

MORE FEATURES

Your Magnecorder, new or old, now can have 3 heads (separate erase, record, and playback) to permit monitoring from tape. Three speeds (15"—7½"—3¾" —up to an hour on a 7" reel) available on both PT6 and PT63 equipment. Dual track heads also available if desired.

MAGNECORDER
For every purpose . . . every purse!

PT6 SERIES
Most widely used professional tape recorder in the world.



PT63 SERIES
Three heads to erase, record, and monitor from the tape.

PT7 SERIES
A complete console for only $950.00. Outstanding features and flexibility. Models for portable or rack mount also available.

Write for NEW CATALOG

MAGNECORD, INC., Dept. B-11
360 North Michigan Avenue, Chicago 1, Ill.

Send me latest catalog of Magnecord Equipment.

Name.....

Company.....

Address.....

City.....Zone.....State.....

allied arts

Mr. Cassidy

JAMES J. CASSIDY, public relations director Crosley Broadcasting Corp. (WLW - WLWT), Cincinnati, to Hill & Knowlton Inc., N. Y. public relations consultant. First joined Crosley in 1938; has served as writer, special events director and war correspondent. Was named head of Crosley's public relations department in 1946.

RAYMOND K. MANEVAL, supervisor radio program research at NBC, to Schwerine Research Corp., N. Y., as director of commercial testing.

ED STERLING, CBS Hollywood stagehand now with National Guard producing and directing radio programs for Camp Cooke 40th Infantry Division, promoted to corporal.

RCA International Division moves to RCA Bldg., 30 Rockefeller Plaza, N. Y., Telephone, Judson 6-3800.

ETTINGER Co., formerly Margaret Ettinger & Co., public relations and industrial counselor, moves to new offices at 745 Fifth Ave., N. Y., Telephone, Murray Hill 8-4882. **LIDA LIVINGSTON**, Hollywood office, transfers to N. Y.

BETTY ANN HUDSON, freelance publicist, to Oxarart-Steffner L. A. (radio-TV packager), as publicity director.

RICHARD N. CHINDBLOM, head production supervision, Bray Studios, N. Y., named head of slide film production, Transfilm Inc., N. Y.

JOHN M. GRIFFIN, production manager Hughey & Phillips, L. A. (electronic products), named general manager of tower lighting division.

ASTATIC Corp., Conneaut, Ohio (phonograph equipment), appoints Maury E. Bettis Co., manufacturers' representative, to serve as sales representative in Missouri, Kansas, Nebraska and Iowa.

Technical . . .

NORMAN BEAN, RCA Victor TV research, to WTVJ(TV) Miami, Fla. as assistant to technical director. **MURRAY ZISSEN**, Muzak Corp., Miami, to control room operator. **WARREN BOLLING**, Allied Radio Corp., to control room operator. **JOHN DULIN**, graduate U. of Miami, to control room operator. **KENNETH LITTRELL** and **DAVID UGENT**, to control room operators. **MYRON WEIL** to camera and technical operations. **STUART BARONDESS** appointed assistant film director. **SHANNON WALLACE**, Southern Television Productions, to cameraman and production assistant. **ROBERT C. CROSBY** to transmitter operations.

JOHN CASAGRANDE, WNBQ (TV) Chicago cameraman, father of boy, Mark Richard.

HARVEY J. ADERHOLD, chief engineer WCON Atlanta, Ga., to WIBC Indianapolis, in same capacity.

Mr. Aderhold

CHARLES E. BROWN, WEAT Lake Worth, Fla., to WSVS-AM-FM Crewe, Va., on engineering staff.

HUBERT C. RETT, GENE A. POTEET and **JOHN JANOW** to TV engineering staff NBC Chicago. **ROBERT RAHNERT** appointed TV technical director, succeeding **THOMAS J. BOWLES**, who entered Army. **JOHN J. NATALE**, video control engineer, appointed technical director.

E. W. MERRIMAN, Allen B. DuMont Labs, named chairman Radio-TV Mfrs. Assn. Service Committee.

Equipment . . .

TELEVISION ENGINEERS Inc., Chicago, opens new south side office at 311 E. 79th St., Chicago.

KSWM
JOPLIN, MO.

REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

*This map shows airline miles to nearest metropolitan centers, asuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM Austin A. Harrison, President

CBS in JOPLIN, MO.

Nationally Represented by WILLIAM G. RAMBEAU CO.

New Business

(Continued from page 10)

12:30-1 p.m., over 12 ABC-TV stations, beginning Dec. 3. Agency: Western Adv. Inc., L. A.

STANLEY HOME PRODUCTS Inc., Westfield, Mass. (household brushes, chemicals), to sponsor *Boys' Town Choir*, one-time commentary and choral program, over ABC, Dec. 10, 5-5:30 p.m. Agency: Charles W. Hoyt Co. Inc., N. Y.

LEVER BROS Ltd., Toronto (soaps), Nov. 27, starts *Arthur Godfrey* on 34-Trans-Canada network stations, Mon.-Fri. 4:30-4:45 p.m. Agency: Ruthrauff & Ryan, Toronto.

RANGER JOE Inc. Chester, Pa. (cereals), to sponsor new series of children's western programs,, *Ranger Joe*, over 19 ABC-TV stations, starting Dec. 3, 12-12:15 p.m. Agency: Lamb & Keen Inc., Phila.

BRITISH COLUMBIA Telephone Co., Vancouver, Jan. 23 starts monthly 45-minute broadcasts of Vancouver Symphony Pop Concerts on British Columbia stations, Tues., 12:15-1 a.m. EST. Account placed direct.

P. LORILLARD Co., N. Y. (Old Gold cigarettes), renews *The Original Amateur Hour*, Tues. 10-11 p.m. over NBC-TV for 52 weeks. Agency: Lennen & Mitchell Inc., N. Y.

McCOLL FRONTENAC OIL Ltd., Montreal (gasoline), Nov. 11 started to March 10, *Metropolitan Opera* on 35 Trans-Canada network stations, Sat. 2-5 p.m. Agency: Erwin, Wasey of Canada Ltd., Montreal.

ANDREW JERGENS Co., Cincinnati, renews Louella Parsons' *The Jergens-Woodbury Journal*, 9:15-9:30 p.m. Sun., over ABC, for 52 weeks. Agency: Robert W. Orr & Assoc., N. Y.

KELLOGG Co., Battle Creek, Mich., renews its two segments of *Howdy Doody* over NBC-TV, Tues. and Thurs., 5:30-5:45 p.m., for 52 weeks. Agency: Leo Burnett Co. Inc., Chicago. Contract provides for 37 live stations and 2 by kinescope.

Adpeople . . .

JANE SHALER, *Harper's Bazaar*, named director of advertising and publicity for Adam Hat Stores, N. Y.

EMMET RIORDAN, TWA public relations department, appointed acting L. A. public relations manager, succeeding **JAMES W. SIMMONS**, resigned.

WILLIAM CALLENDER, account executive Lamport, Fox, Prell & Dolk Inc., South Bend, Ind., agency, to Brand Names Foundation Inc., N. Y., as assistant to president.

NEW OFFICERS were elected at the 10th (Southwest) District convention of Advertising Federation of America at Amarillo, Tex. [BROADCASTING, Nov. 6]. **Gathering after the district meet are (l to r): Curtis Taulbee, R. E. Cox Dept. Store, Ft. Worth, second lieutenant governor; A. B. Penny, Humble Oil & Refining Co., Houston, governor (president); Dale C. Rogers, Mid-Continent Petroleum Corp., Tulsa., first lieutenant-governor, and Tom McHale, advertising manager, *Dallas Magazine*, and president, Dallas Advertising League, executive secretary.**

FIRST district meeting appearance was made at Williamsburg, Va., by William B. Ryan, NAB general manager. In group (l to r): E. J. Gluck, WSOC Charlotte, N. C.; Mr. Ryan; Ben Strouse, WWDC Washington and Frank U. Fletcher, WARL Arlington, Va., NAB FM directors; Gaines Kelley, WFMY-FM-TV Greensboro, N. C.; Ed Sellers, NAB; J. Frank Jarman, WDNC Durham, N. C.

NAB District 4 delegates at Williamsburg, Va., reception (l to r): Philip P. Allen, WLVA Lynchburg, Va.; Frederick L. Allman, WSVA Harrisonburg, Va.; Mrs. Allman; Cecil B. Hoskins, WWNC Asheville, N. C.; Mrs. Carla B. Keys, WFLO Farmville, Va.; Graeme Zimmer, WXGI Richmond; Mrs. Horace E. Henderson; Horace E. Henderson, U. S. Jr. Chamber of Commerce; Charles A. Batson, NAB.

NAB District 4 Registration

See separate story this issue

Philip P. Allen, WLVA, Lynchburg, Va.; Frederick L. Allman, WSVA Harrisonburg, Va.; Campbell Arnoux, WTAR Norfolk, Va.; Raymond W Baker, WARL Arlington, Va.; William A. Banks, WTIX Washington; Charles A. Batson, NAB Washington; J. Frank Beatty, BROADCASTING, Washington; Sterling B. Beeson, Headley-Reed, New York; Edward E. Bishop, WGH Norfolk, Va.; J. W. Blackburn, Blackburn-Hamilton Co., Washington; Charles P. Blackley, WTON Staunton, Va.; Harrol A. Brauer, WVEC Hampton, Va.; Charles B. Britt, WLOS Asheville, N. C.; Robert J. Burton, BMI, New York; Keith S. Byerly, WBT Charlotte, N. C.; Sam Carey, WRVA Richmond, Va.; O. L. Carpenter, WPTF Raleigh, N. C.; T. M. Carruthers, WINA Charlottesville, Va.; S. O. Carter, World Broadcasting System, New York; Charles L. Coker Jr., WVEC Hampton, Va.; John C. Cosby, WMSC Columbia, S. C.; Charles H. Crutchfield, WBT Charlotte, N. C.; Charlie W. Curtin, Capitol Transcriptions; G. S. Cuthbert Jr., WTMA Charleston, S. C.

R. P. Doherty, NAB, Washington; John M. Dunnagan, Liberty Broadcasting System, Washington; Edward E. Edgar, WGH Norfolk, Va.; Peter Edman, WVEC Hampton, Va.; Harold Essex, WSJS Winston-Salem, N. C.; Wm. B. Faber, Headley-Reed, New York; Mrs. Grace Fauson, WCBY Bristol, Va.; Samuel E. Feldman, ASCAP, Baltimore; Horace Fitzpatrick, WSLS Roanoke, Va.; Frank U. Fletcher, WARL Arlington, Va.; Arthur Gates Jr., WYVE Wytheville, Va.; Henry A. Gillespie, RCA Thesaurus, Atlanta, Ga.; E. J. Gluck, WSOC Charlotte, N. C.; Charles Godwin, MBS, New York; James A. Hagan WWNC, Asheville, N. C.; John W. Harkrader, WDBJ Roanoke, Va.; Earl Harper, WNOR Norfolk, Va.; Lee Hart, BAB, New York; Philip B. Hirsch, WREL Lexington, Va.; Cecil B. Hoskins, WWNC Asheville, N. C.; Gilbert M. Hutchison, WBIG Greensboro, N. C.; L. B. Hyman, WDSC Dillon, S. C.; J. Frank Jarman, WDNC Durham, N. C.

Bob Keller, Robt. S. Keller, New York; Gaines Kelley, WFMY Greensboro, N. C.; Earl M. Key, WKEY Covington, Va.; Mrs. Carla B. Keys, WFLO Farmville, Va.; N. W. Kidd, WAYB Waynesville, Va.; J. W. Kirkpatrick, WDXY-WORD Spartanburg, S. C.; Frank E. Koehler, WROV Roanoke, Va.; W. T. Lane Jr., WCYB Bristol, Va.; John D. Langlois, Langworth, New York; Arthur C. Livick Jr., WJMA Orange, Va.; Fred N. Lowe, WTAR Norfolk, Va.; Bert Lown, Associated, New York; Calvin T. Lucy, WRVA Richmond, Va.; Robert J. McBride Jr., WGH Norfolk, Va.; C. R. Maillet, WFLO Farmville, Va.; C. W. Martin, WMSC Columbia, S. C.; Joe Martin, WDSC Dillon, S. C.; Richard H. Mason, WPTF Raleigh, N. C.; Clyde F. Meades, WGH Norfolk, Va.; John H. Midlen, Washington, D. C.; Justin Miller, NAB, Washington; Miller Montgomery, WIS Columbia, S. C.; James H. Moore WSLS Roanoke, Va.; Robert L. Moore, WMFR High Point, N. C.; R. S. Morris, WSOC Charlotte, N. C.; Stover Morris, WDVA Danville, Va.; Ray L. Moss, WSSV Petersburg, Va.

Malvern L. Powell, WGH Newport News, Va.; T. H. Patterson, WRRF Washington, N. C.; Louis H. Peterson, WSSV Petersburg, Va.; Emerson J. Pryor, WDVA Danville, Va.; Paul E. Reynolds, WDBJ Roanoke, Va.; Richard A. Rhodes, WAYB Waynesboro, Va.; Robert K. Richards, NAB, Washington; A. Wayne Rollins, WRAD Radford, Va.; William B. Ryan, NAB, Washington; A. B. Sambrook, RCA Thesaurus; Charles E. Seebeck, WTON Stanton, Va.; Ed Sellers, NAB, Washington; G. Richard Shafto, WIS Columbia, S. C.; William H. Shaw, WGH Norfolk, Va.; Welford Sherman, WJMA Orange, Va.; Alex Sherwood, Standard Radio, New York; John W. Shultz, WMVA Martinsville, Va.; Wendell N. Siler, WRAD Radford, Va.; John Sinclair, WXGI Richmond, Va.; R. H. Smith, WCYB Bristol, Va.; Ken Sparnon, BMI, New York; Frank M. Stearns, AP, Washington; Ben Strouse, WWDC Washington; Bill Stubblefield, Capitol; Gerald Sullivan, WMFR High Point, N. C.; E. W. Sweatman Jr., Headley-Reed, Atlanta, Ga.

Sol Taishoff, BROADCASTING, Washington; W. R. Van Buren Jr., WGH Newport News, Va.; Vic Vickrey, SESAC, New York; George Walker, WAIR Winston-Salem, N. C.; Charles A. Wall, BMI, New York; W. W. Walling, WCYB Bristol, Va.; George Walston, WRRF Washington, N. C.; Jack Weldon, WWOD Lynchburg, Va.; E. S. Whitlock, WRNL Richmond, Va.; A. D. Willard Jr., WGAC Augusta, Ga.; M. L. Wilmer, WREL Lexington, Va.; Mr. and Mrs. Robt. C. Wolfenden, WMEV, Marion, Va.; Graeme Zimmer, WXGI Richmond, Va.

Sponsors Scout Troop

SPONSORSHIP of local Boy Scout Troop 570 was recently undertaken by WNAX Yankton-Sioux City in an effort to combat juvenile delinquency in Yankton. The project is the responsibility of nine WNAX staff members. Formal presentation ceremonies were held Oct. 16 when the troop received its charter and flag from WNAX. The troop number 570 has been the dial spot of the station for the past 27 years.

MYERS RESIGNS

Leaves NBC for Law Firm

ROBERT P. MYERS, assistant general attorney for NBC, has resigned from the network to become a member of the law firm of Lillick, Geary & McHose, in charge of its Hollywood office, effective Dec. 15.

Mr. Myers joined the legal staff of NBC in 1934, after serving for six years with RCA Communications, RCA International Division, RCA Victor Division and RKO. In his legal capacity, he took part in many of the successful negotiations between the networks and ASCAP and recently was chairman of the TV committee which is negotiating a TV contract agreement with the music society.

Considered one of the leading legal authorities in radio on copyrights, Mr. Myers is a member and former chairman of the copyright committee of the Assn. of Bar of the City of New York and a member of the American Bar Assn. committee on copyrights.

STAY ON TOP With KFSD

The Station First in Audience, Coverage, Power Year After Year in San Diego, California

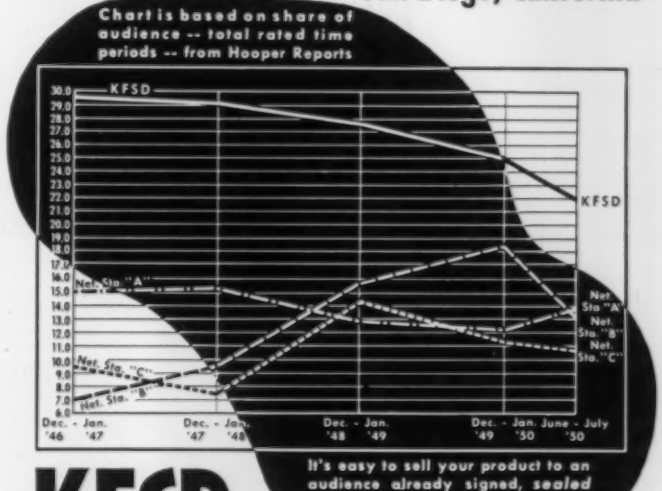


Chart is based on share of audience -- total rated time periods -- from Hooper Reports
KFSD
KFSD
Net. Sta. "A"
Net. Sta. "B"
Net. Sta. "C"
Net. Sta. "A"
Net. Sta. "B"
Net. Sta. "C"
Dec. - Jan. '46 '47
Dec. - Jan. '47 '48
Dec. - Jan. '48 '49
Dec. - Jan. '49 '50
June - July '50
It's easy to sell your product to an audience already signed, sealed and sold on San Diego's top station . . . "stay-on-top" KFSD!

KFSD NBC

The ONLY 5000 watt Day and Night Station in San Diego . . . Dial 600

Represented Nationally by PAUL H. RAYMER CO.

BOSTON • CHICAGO • DETROIT • LOS ANGELES • NEW YORK • SAN FRANCISCO

Respects

(Continued from page 48)

spective areas. He turned to his newspaper business manager to help him out and asked Mr. Grant to represent the four radio stations.

Mr. Grant pointed to his lack of experience in the radio business. Mr. McClung pointed to his success and experience generally in the advertising and business field. Still Mr. Grant hesitated. Reluctant to abandon a career built over two decades, he hesitated almost a year. But finally, on the continued urging of his employer, he agreed to represent the stations on an independent basis, as a radio representative unassociated with the newspaper or radio stations directly.

In November 1940, he opened his radio representative firm, W. S. Grant Co. Inc., with offices in San Francisco. Almost immediately Mr. McClung began to get increased advertising accounts for his stations. And almost as fast the name of W. S. Grant and his ability to get results spread through California, and then through Oregon and Washington and other Western states. Owners of other small stations began to approach Mr. Grant to request that he represent them. Almost all of his earlier accounts came to him this way, unsolicited. Gradually the number of stations grew; sometimes only three or four were added a year, some years they came in faster.

He had no "secret" for success, no special "pitch" to offer prospective accounts. His firm was built merely on a steady, conscientious approach that somehow (he himself is at a loss to explain how) got results. Today he handles approximately a million-dollars-worth of business annually for his more than 40 small independent stations. He believes his firm represents more stations than any other firm confined entirely to secondary markets. He has offices in Los Angeles, New York and Chicago, as well as San Francisco. The San Francisco office still is headquarters for the firm and the bulk of his stations are concentrated on the West Coast.

Born in Washington

William Stewart Grant was born on June 29, 1902, in Washington, D. C. His father was a government worker. He was reared in the Capital and attended Washington Central High School. He began earning his way early in life, working at various part-time jobs after school hours and during vacations. At 18 he started his newspaper career in the mechanical department of the *Washington Star*. Subsequently he also worked as a pressman and in the circulation department of the same newspaper.

Then, in the newspaper tradition of the day, he began wandering around the country. For the next seven years he learned his trade in a number of widely separated newspaper offices— the *New Orleans Item*, *Knickerbocker Press*, *Washington Times*, *Baltimore Sun* and the *San Francisco Call-Bulletin*. In 1927 he became advertising manager of the *San Jose* (Calif.) *News*. He moved to Mr. McClung's *Merced Sun-Star* in 1936 as business manager, having by that time accumulated journeyman ratings in almost every department of newspaper work.

LOOKING over a contract affiliating WQUA Moline, Ill., with CBS are G. La Verne Flambo (l), general manager of WQUA, and Dalton Le Masurier, president of the Moline Broadcasting Co., owner of the station. WQUA became the exclusive CBS outlet for Davenport, Rock Island, Moline and East Moline Oct. 15.

In 1940, when Mr. Grant opened his representative firm with the four McClung stations (he still represents the same four stations today though KYMC Marysville is now owned by Horace E. Thomas), secondary markets were to a great extent ignored by national radio advertisers. Mr. Grant pioneered national spot business for the small markets of the West. He approached the job of selling national advertisers on the use of his stations as he would approach any customer with any other commodity he had to sell. He had a market to sell. He presented the advertisers with facts and figures on the populations and buying power in his markets. He showed them that these markets were not being reached to best advantage and showed how his radio stations could do the job.

Simple Philosophy

In Mr. Grant's modest review of the growth and success of his firm, it was as simple as that. He's never used high pressure techniques; never been a glad-hander or back slapper, And he's never been a joiner. Unlike most businessmen who see club and civic associations as a necessary part of their business in securing contacts, Mr. Grant has never joined anything. He holds memberships in not a single club, lodge, social, civic or fraternal group. He does attend advertising club luncheons on occasion, when an interesting program is presented, but he is not an advertising club member.

Outside of working hours he prefers to spend his time quietly at home with his family—his wife, Phyllis Ann, and his son, George Young Grant. Young George, 18 and a student at Burlingame High School near San Francisco, is a son by a former marriage. He married his present wife in 1947.

He tried ranching as an avocation for awhile, on some farmland in Sonoma County, north of San Francisco, but sold the place a short while ago. Now he spends most of his free hours at his home in Burlingame, listening to good music, reading and enjoying his family. He also likes to dance and ride horses, both of which he does frequently.

Like everyone else in the radio and advertising business Mr. Grant has thought a great deal about television and its possible effects on advertising expenditures in other media. For his particular field he's not worried about TV; in fact, he welcomes it as an increment to radio advertising in secondary markets.

What effect television will have on other media in major markets, he won't hazard to say. But as advertisers enter television on an ever greater scale in the major markets, he says, they are going to notice more and more that they are missing the secondary markets where there is no television and won't be any television for some time to come. To reach these secondary markets they will have to turn more and more to radio.

It will take constant promotion and some education to impress advertisers and advertising agencies with the importance of outlying areas as they build their new budgets around a TV campaign, Mr. Grant says. But he tackled just such a job of promotion and education when he first started representing secondary market stations 10 years ago. And with the new TV outlook and the possibility of new business it holds for his markets, he feels confident that a little more of the same now will continue to bring results in ever increasing quantities.

Frank Hodek

FUNERAL services for Frank Hodek, former NBC Hollywood music director who died Nov. 2 following a heart attack were held Nov. 6 from Blessed Sacrament Church, Hollywood. Interment was in Holy Cross Cemetery. Well known as a pianist-composer, Mr. Hodek was at one time conductor of Omaha Symphony Orchestra. He is survived by his widow and two daughters.

KGST Fresno, Calif., joins Liberty Broadcasting System as 41st West Coast affiliate.

Promotionwise

There's ALWAYS Something Going On at WSYR

Without a penny of added cost to the advertiser, WSYR's radio shows get the full promotion treatment:

- 18,073 lines of newspaper advertising each month
- Full schedule of courtesy announcements
- Lots of direct mail
- Frequent contests and other publicity stunts
- Merchandising counsel and service

You want your program to be heard, don't you? So—you put it on WSYR

WSYR SYRACUSE AM • FM • TV

The Only COMPLETE Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO

WBAL

NOVEMBER 13, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

YOUR 9 YEAR
RADIO FAVORITE
ON WRC
WASHINGTON . . .

BILL HERSON

NOW ON WNBW

Nine years as Washington's favorite radio personality assures you of a large and established audience for BILL HERSON's new Monday through Friday television show. HERSON-IN-PERSON (2:00-3:00 p.m. Mon. thru Fri.) has the same appeal for audience and advertisers that has made BILL HERSON Washington's number 1 salesman. It's Live—It's Lively—It's New!!

Live demonstrations or film commercials at $50 each. For further information contact your nearest NBC Spot Sales Office, or the WNBW Sales Department at REpublic 4000.

WNBW • CHANNEL 4 • NBC TELEVISION IN WASHINGTON, D. C.

Plain talk

to a sales-minded ***ad manager***
to an ad-minded ***sales-manager***

The new KATE SMITH SHOW
—costs you less than ½¢ *per sales demonstration inside the home*

—costs you less per thousand women viewers than the average full page ad noted in leading women's magazines

—reaches *over 10 times more homes* than the average daytime woman's program

THE KATE SMITH SHOW
on **NBC** Television

(Source: The U. S. Television Audience, American Research Bureau, October 1-8, 1950)

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

NOVEMBER 13, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

COLOR BATTLE TO COURT

Initial Showdown Tomorrow

THE COLOR television battle moved ahead on multiple fronts last week, with the basic legal phases—RCA's suit against FCC approval of the CBS color system—headed for at least an initial showdown in Chicago's Federal District Court tomorrow (Tuesday).

In a surprise move Pilot Radio Corp., which is seeking to intervene in the suit on the side of RCA, subpenaed color TV correspondence of Sen. Ed C. Johnson (D-Colo.) with FCC and CBS, as part of the court proceedings.

Pilot President Isidore Goldberg issued a statement saying Sen. Johnson, chairman of the Senate Interstate and Foreign Commerce Committee and an ardent color advocate, has "evinced far more than a legislative interest in the controversy," and that his interest "and its influence on the Commission should be fully disclosed in the public interest."

Sen. Johnson promptly dispatched telegrams to FCC Chairman Wayne Coy and CBS President Frank Stanton saying "I hope that every shred of correspondence between me and the FCC and the CBS will be made a matter of public record. I have nothing to hide and I have nothing to cover up. I am sure that any correspondence will only go to show that my sole interest has been to see that the public is not denied color television.

"In addition," he said, "I believe it would be well for Pilot Radio Corp. to make full disclosures of meetings, correspondence and understandings between them and other TV manufacturers in relation to color television."

Pilot Gets Court Order

Pilot attorneys, Munchin & Smith of New York, obtained a court order for the subpenas, which were served Wednesday on CBS and FCC representatives in Chicago. They are returnable tomorrow—date of the hearing on the RCA suit.

The hearing will be conducted by a three-judge court and will cover RCA's request for a temporary injunction to stay the scheduled Nov. 20 effectiveness of the FCC color order and an FCC counter-motion for dismissal of the suit and for summary judgment upholding the color decision, along with Pilot's petition to intervene in the case.

Judge J. Earle Major of the Court of Appeals and District Judges Philip Sullivan and Walter LaBuy have been named to hear the suit, which was brought by NBC and RCA Victor Distributing Corp. as well as RCA, their parent corporation [TELECASTING, Nov. 6].

Meanwhile, as CBS made plans to begin demonstrations of its color system in New York tomorrow—and for inauguration of a network program service of colorcasts starting Nov. 20, unless the court issues a stay order—there were these other color TV developments:

● In a letter pointedly critical of FCC, RCA told the Commission it would be unable to provide samples of its tri-color tubes to CBS "until we have completed our research work" (story page 62).

● In a change of mind, John Meck Industries announced it is now shipping television sets built to accommodate "Add-a-Color" converter units to be supplied later (story page 72).

Columbia's color plans call for the launching of a series of public demonstrations in New York starting at 11 a.m. Tuesday. The showings—five a day, at 11 a.m., 12 noon and 1, 4 and 6 p.m., Monday through Saturday—will be held at 401 Fifth Ave., with space for several hundred viewers. Admittance will be by complimentary tickets, which CBS arranged to distribute from four New York hotels, its own headquarters, and the demonstration site.

By midafternoon of the first day that tickets were made available, the entire batch for the entire first week's showings were spoken for. CBS passed out 12,250 tickets—capacity for the week—by midafternoon Thursday, and before the day was over had been obliged to turn down several thousand requests, spokesmen said.

Extended Showings

CBS said showings will be continued indefinitely, with programs—some broadcast and some sent by closed circuit—to be received on ten color receivers installed on the street floor of the building. Demonstration programs will originate in Studio 3, on the 21st floor of the network's headquarters building, utilizing a standard black-and-white TV camera converted for color pick-ups.

Demonstration programs will include a variety of subject matter selected "to show the scope, appeal and effectiveness of color TV as a broadcast service for the home," CBS explained. They will be broadcast under the network's experimental license for colorcasting until Nov. 20, effective date of the FCC authorization for commercial operation.

On that date—barring a stay order from the courts—CBS will inaugurate network program service of a regular schedule of color programs for broadcast in other cities as well as in New York. The network has not announced what

(Continued on page 64)

DAY NETWORK TIME

Three More to Sponsor

WEEKDAY daytime network television is actively catching on with national sponsors, with at least three major advertisers starting early in January to join the seven already sponsoring daytime TV.

Many agencies are recommending daytime television to their clients so that they can pre-empt the time.

Among the national advertisers to take to daytime is Quaker Oats Co., Chicago, through its agency, Sherman & Marquette, Chicago, which will sponsor Gabby Hayes introducing western films, three times weekly on NBC-TV, 5:15-5:30 p.m. Quaker also will continue to sponsor its *Gabby Hayes Show*, a Martin Stone production, on Sundays 5:10-5:30 p.m. and its *Zoo Parade*, 4:30-5 p.m. Sundays, both on NBC-TV.

General Mills, through BBDO, New York starts Jan. 2 sponsorship of its *Betty Crocker* program Tuesdays and Thursdays, on CBS-TV.

Another sponsor as yet undisclosed expects to sponsor a television version of *Bride and Groom*, three quarter hours weekly. Program is a Masterson, Reddy & Nelson package. Agency and sponsor are currently negotiating with CBS and NBC for time.

Another show, *It's in the Bag*, a gigantic merchandising program featuring Wynn Elliott as emcee and the Four Jesters with a grocery store backdrop revealing the sponsor's products on the shelves, will be launched Thursday, Nov. 16, on the DuMont Network. Program will run five half hours weekly, 1:30-2 p.m. To promote the program and the sponsor, more than one million paper bags carrying the program and sponsor's names, will be distributed to grocery stores to be given to customers free of charge. Several large soap and food manufacturers are understood to be ready to underwrite the program.

General Foods Added

Of the nine daytime sponsors already on the air General Foods is the latest to launch into TV with its *Bert Parks Show*, three times weekly, 3:30-4 p.m. on NBC-TV, through Young & Rubicam, New York.

Others are International Latex, sponsoring Ilka Chase, on CBS-TV through Foote, Cone & Belding, New York, 3:30-4 p.m., Mondays and Fridays.

Procter & Gamble Co., Cincinnati, through Benton & Bowles is sponsoring *First Hundred Years* on CBS-TV 2:30-2:45 p.m., Monday through Friday.

Sterling Drug sponsors Dennis James on the DuMont Network, 1-1:30 p.m., Monday through Friday, through Dancer-Fitzgerald-Sample, New York.

American Home Products Corp., and five others are sponsoring the participation *Kate Smith Show*, Thursdays, 4:15-4:30 p.m. on NBC-TV.

Owens-Corning Fiberglass Corp., through Fuller, Smith & Ross sponsors *Vanity Fair*, Tuesdays, 4:30-5 p.m. on CBS-TV.

Thirteen advertisers are sponsoring *Homemakers Exchange* Monday through Friday, on CBS-TV, 4-4:30 p.m.

Such advertisers as Lever Brothers, Libby, McNeill & Libby, etc., are also understood to be processing program formats for early starting dates on daytime video.

ALLOCATIONS

deMars Challenges Norton

By LARRY CHRISTOPHER

FCC'S VHF-UHF television allocation hearing—the giant key to eventual lifting of the Commission's two-year freeze on new station construction—lumbered into the home stretch on general issues last week and appeared headed for possible consideration of final specific city-by-city allocation bids in December.

Even though planning to meet only the latter part of this week, FCC hopes to complete all cross examination on general allocation issues. Beginning Nov. 27 the Commission will hear presentation in behalf of the reservation of channels for educational purposes. This will require one or two weeks according to present estimates.

Then, after arriving at least upon "implied" conclusions respecting fundamental general policy, FCC last week indicated, the Commission would get underway on reviewing specific allocations. This phase will require about a month, it was estimated, which means FCC cannot start work on a decision until after the new year.

There was no estimate on how long it will take FCC to arrive at even "implied" conclusions respecting such fundamentals as usability of the UHF and basic propagation factors to be considered in determining station spacing, all of which are critical to establishing an allocation pattern before specific requests could be considered.

The date on lifting the freeze therefor falls well into 1951 by anybody's guess. Informed sources consider mid-'51 very optimistic since even after the decision on allocation the Commission has promised a reasonable period would be allowed for the filing of new applications before the freeze is lifted.

Hearing Highlights

Held Wednesday afternoon, Thursday and Friday chiefly before Acting Chairman E. M. Webster, last week's hearing included:

● Observation that UHF service area should be substantially greater than that shown by RCA-NBC in report on its Bridgeport project [TELECASTING, Oct. 30], based on interpretation of data by FCC's E. W. Allen.

● Airing of Consulting Engineer Paul A. deMars' attack on qualifications of Kenneth A. Norton, National Bureau of Standards radio propagation authority, and indication Mr. deMars no longer wished to question Mr. Allen's qualifications to head the Ad Hoc Committee of government and industry experts which has sought to resolve basic engineering problems [TELECASTING, Oct. 23].

The brief Wednesday session, also heard by Comrs. George E. Sterling and Robert F. Jones, covered further testimony by Donald Fink, member and ex-chairman of the Joint Technical Advisory Committee, and two Radio-Television Mfrs. Assn. witnesses, Daniel E. Harnett of General Electric and John F. Bell of Zenith Radio Corp. Mr. Fink returned to present data requested earlier by Comrs. Sterling and Paul A. Walker.

The JTAC witness said he surveyed 20 stations listed by FCC as holding special temporary authorizations for offset carrier operation and received 18 replies. Of these he said 17 reported they were employing offset while the 18th stated it was part of an offset chain but it was not necessary for it to employ the technique.

Results of such operation were termed "generally satisfactory" by 16 stations, Mr. Fink related, while one reported results were "unsatisfactory" and another had no comment since it had not been operating long enough.

None of the stations reporting gave any quantitative data, he testified, although 13 said from a quality standpoint there was "noticeable improvement" through increased coverage or fewer complaints of interference. One felt as much as 10 miles was added to coverage, Mr. Fink recalled. Cost of offset operation was termed "reasonable" by 17 stations, citing $100 to $200 as full expense for making changes in the crystal control.

Mr. Fink introduced a report by the British Broadcasting Corp. on offset operation which said improvement was 10 db better than operating in absolute synchronism. The BBC report had been submitted last spring to the International Radio Consultative Committee whose deliberations included TV standards. He indicated British and U. S. experience on offset operation is similar.

Receiver Selectivity

On the subject of receiver selectivity as it relates to co-channel and adjacent channel interference, Mr. Fink observed there appears to be no difference in retail pricing of sets which have good selectivity and those which do not. He indicated the cost involved is small compared to other factors of cost.

As for the use of FM for video carriers, which now function upon the AM principle, Mr. Fink said experience has shown FM is not suitable for public telecasting. He said the National Television Systems Committee considered FM for this purpose in 1940-41 but tests and experience have ruled it out because of multipath effect on picture synchronization.

On subject of receiver image rejection capabilities, Mr. Fink urged FCC not to allocate on the basis of either extremely poor or good sets since a burden would be imposed on FCC's allocation on one hand and the public on the other through excessive cost. He believed JTAC would approve standardizing the intermediate frequency of sets in the 40 mc area but personally did not feel this would deter manufacturing progress on IF.

Mr. Harnett, former Hazeltine chief engineer and now assistant manager of the GE receiver engineering department, reviewed technical data presented at recent NTSC panel meetings on oscillator radiation and image rejection. Similarly, Mr. Bell, Zenith engineer, presented technical data on sessions dealing with 41 mc IF proposals and cross and intermodulation problems. Mr. Bell also offered an outline of basic receiver data to be considered in VHF and UHF allocations, submitted by Zenith.

On Thursday, W. H. C. Higgins, engineer with Bell Telephone Labs. military electronics department, appeared in his own behalf to offer general allocation views. He has petitioned FCC to assign a metropolitan UHF channel to LaPorte and Michigan City, Ind., his native area. He contended Home News Pub. Co., New Brunswick, N. J., misinterpreted his opposition to

(Continued on page 88)

TUBE LOAN

FCC Silent on RCA Refusal

FCC KEPT close silence last week on RCA's sharply worded refusal to turn over samples of its tri-color picture tube to CBS "until we have completed our research work."

Responding Monday to FCC's request of the previous week [TELECASTING, Nov. 6], RCA President Frank M. Folsom wrote the Commission that "your request . . . cannot be regarded as in the public interest or in accordance with the well-established American principles of free competition and fair play.

"If this kind of thing goes on in America," Mr. Folsom continued, "the Phillies certainly missed a bet in the last World Series. They should have asked the Yanks for Joe DiMaggio."

Mr. Folsom told FCC that "until we have completed our research work, we will not be able to make models of our tri-color tubes available to others. As soon as we can produce tri-color tubes that can form the basis for commercial design and factory production, we will, as we have previously said, make such tubes generally available."

FCC in its request had pointed out that RCA said last July it hoped to have samples of its tube available for industry study this fall, and asked RCA to indicate when it could make some of the latest models available to CBS for tests on the FCC-approved CBS color system (also see story page 61).

RCA saw in FCC's request "an implied threat to revoke our experimental licenses unless you got from us what you 'requested.'"

Mr. Folsom said "we were both shocked and surprised at your request, coming only a few weeks after your color television decision. Already it is evident that your attempt to force an incompatible color television system on the American public has backfired."

Outlines Stand

He said that "of course the public interest is of first concern," and continued:

But what you ask us to do amounts to a request that our stockholders bear the heavy cost of color television research and transfer the benefits to a private interest. We understand of course how that company would be benefited by our doing what you ask. In this connection it is to be recalled that CBS has sworn that it "expects to receive substantial revenues of many millions of dollars" as a result of your order adopting its system.

. . . You seek to justify your request on the ground that you have renewed for us a 90-day license to conduct experimental broadcasts. Every informed person in this industry knows that the experimental license had nothing whatsoever to do with the development of our tri-color tubes.

Your action in adopting standards for a system of color television which uses spinning disks, instead of an all-electronic system which requires the use of color tubes, has disrupted and delayed our previously contemplated program for factory production and commercial sales of color sets and tri-color tubes. In spite of the handicaps imposed by the FCC upon our program of experimental research, we are continuing that work with the objective of developing for the public the best tri-color tubes that can be made. We are making steady and substantial progress in this direction.

It is clear from our past performance that RCA, as the pioneer in radio and television, recognizes its responsibility to the public to make available the products of its laboratories and factories. For example, the image orthicon, now basic in all television cameras, was developed by RCA, and, when the product was ready, we made it available to the industry. We expect to follow the same policy with respect to tri-color tubes . . .

Mr. Folsom said "nothing—not even our tri-color tube—can rem-

(Continued on page 70)

RUMPUS ROOM

The Show That Cleared the Shelves Of Premier's Sauce Arturo

WOMEN televiewers of WABD (TV) New York, the DuMont Network's flagship station, are returning to classrooms to learn attractive new dishes and some new uses for old established food products.

And in trade circles, Johnny Olsen's noontime show for Premier Food Products, demonstrating the intricacies of practical home economics, has been stirring an enviable "rumpus" as a practical selling force.

It took Premier (Francis H. Leggett & Co.) a mere three months to promote one of its products, Sauce Arturo, to the point of "exhaustion"—the kind advertisers dream about but only sporadically experience in an exhaustively competitive field. Johnny Olsen's *Rumpus Room* created a "run" on a product which originally was deemed sufficient to meet a year's demand.

This completely naive estimate was evolved long before Premier had occasion to reckon with the demonstrative abilities of television—and before a former motion picture advertising and producing executive decided that something new should be added to Premier's media schedule.

Late last fall Sidney E. Alexander, Premier's account executive with Peck Advertising Agency, was so impressed with the rapid rise in video set ownership in the firm's service area that he weighed the possibility of adding television to the advertising program of Francis H. Leggett & Co.

For Premier, a foremost eastern food wholesaler for some 80 years, Mr. Alexander's suggestion that its advertising was ultra conservative and needed some "showmanship" may understandably have come in the nature of a shock.

"But it became apparent very quickly that video could not only provide that quality but that, in addition, it was a practical selling medium," Mr. Alexander recalls. "So we set to work to 'isolate' its several potentialities and to develop activities designed to utilize each one in our promotional program."

Housewives Share Compliments with TV

TV-minded housewives who proudly purr at dinnertable compliments on their culinary accomplishments and confess "I saw it on television," merely profess the aspiration of sponsor and agency alike.

"We went into television to tell a product story for Sauce Arturo and decided that the best way to use the medium was to show the housewife how she could use it to prepare many attractive and wholesome dishes," Mr. Alexander explains.

Underscoring the problem of getting the campaign successfully launched was the recognizable need for obtaining a program and personality that would hold a women's audience. Happily for the fair sex and advertiser, the agency chose Johnny Olsen and his *Rumpus Room*, an already established feature on DuMont Network, which had—and still has—an excellent rating. It's telecast daily 12:30-1 p.m. (EST)

Commercials Also Can Entertain

Realizing that it would take showmanship to hold Mr. Olsen's audience while Premier did its selling, Mr. Alexander evolved his commercials with elements of entertainment and information. Seeking a cartoon character to drive home Sauce Arturo's selling points, Mr. Alexander gave life to "Premier Pete" and put him through a series of activities, on film, to emphasize qualities of the sauce. Pete is shown holding a giant, lighted match under a can of sauce to stress that it is "complete—just heat and eat;" on another strip, he is filmed in a Sherlock Holmes outfit to emphasize Premier's care in selecting fine-quality vegetables. Announcer Don Russell reads the copy to amplify the film presentation.

"Television's unique advantage is its capacity to demonstrate a product in use," Mr. Alexander points out. "To us that means showing women how to use Sauce Arturo successfully—not only in spaghetti but in many other dishes. . . . We decided to utilize the 'subjective camera' technique . . . let the camera take the place of the housewife . . . give her a sense of actually preparing the day's dish herself."

After devoting a great deal of care to choice of recipes—they must be "easy-to-fix," economical and simple to understand—the Peck agency copywriters prepare a simple narration, highlighting each important step and the product's selling points. To add credibility to the showing, the demonstrator displays the dish after it has been cooked.

Actual rehearsals and the program itself represent a painstaking project to the minute detail—from the demonstrator and announcer down to the

(Continued on page 85)

Television's
TOP
Sales
Opportunity

WILMINGTON
—first in income per family among all U.S. metropolitan centers of 100,000 or over.
Sales Management 1950 Survey of Buying Power.

DELAWARE
—first in retail store purchases; has highest per capita expenditure of any state.
U. S. Census Bureau figures released 7-2-50.

The only Television station in Delaware—it delivers you this *buying audience.*

If you're on Television—
WDEL-TV
is a must.

Represented by
ROBERT MEEKER
Associates
New York San Francisco
Los Angeles Chicago

SET SHIPMENTS

RTMA Reports 845,000 For August

THE television manufacturing industry shipped 845,000 TV sets to dealers during August, according to monthly estimate by counties computed by Radio-Television Mfrs. Assn. Shipments for the first eight months of 1950 totaled 3,952,000 sets. Figures apply to the entire industry.

County-by-county shipments follow:

State and County	Sets Shipped Month	Year to Date
ALABAMA		
Jefferson	4,065	9,741
ARIZONA		
Maricopa	935	3,327
CALIFORNIA		
Alameda	4,738	23,887
Contra Costa	887	4,036
Los Angeles	*15,243	262,436
Orange	1,482	13,081
Sacramento	262	1,197
San Bernardino	1,224	8,709
San Diego	4,457	23,362
San Francisco	5,538	23,798
San Joaquin	254	1,760
San Mateo	1,306	5,441
Santa Clara	1,720	7,808
Solano	489	2,077
CONNECTICUT		
Fairfield	6,634	22,359
Hartford	4,407	17,044
New Haven	6,848	27,882
New London	257	1,350
DELAWARE		
New Castle	3,477	13,556
DISTRICT OF COLUMBIA	11,503	60,447
FLORIDA		
Dade	2,236	10,365
Duval	1,083	3,689
Hillsborough	307	694
Pinellas	3	9
GEORGIA		
DeKalb	974	4,428
Fulton	6,717	32,304
ILLINOIS		
Cook	65,490	288,087
Fulton	39	245
Knox	170	427
Madison	948	5,298
McLean	34	299
Peoria	49	1,105
Rock Island	985	3,290
St. Clair	1,018	5,657
Tazewell	25	137
INDIANA		
Delaware	231	1,225
Lake	2,913	15,930
Madison	1,102	3,215
Marion	9,404	27,567
IOWA		
Clinton	158	392
Polk	714	4,170
Pottawattamie	374	1,361
Scott	1,408	2,924
KANSAS		
Wyandotte	1,876	4,294
KENTUCKY		
Campbell	750	3,830
Jefferson	5,421	18,223
Kenton	2,175	7,964
LOUISIANA		
Orleans	3,067	19,732
MARYLAND		
Baltimore City	11,534	56,873
Baltimore County	5,803	20,672
Montgomery	1,168	5,291
Prince Georges	271	1,580
MASSACHUSETTS		
Berkshire	816	4,004
Bristol	2,640	16,846
Essex	5,519	29,876
Hampden	1,052	2,796
Middlesex	8,276	45,855
Norfolk	2,737	15,409
Plymouth	1,129	5,902
Suffolk	20,413	92,729
Worcester	3,108	16,170
MICHIGAN		
Calhoun	655	2,484
Genesee	1,094	3,893
Ingham	726	4,675
Jackson	345	2,226
Kalamazoo	1,282	5,196
Kent	3,024	10,272
Macomb	1,255	5,285
Muskegon	456	1,769
Oakland	5,28	17,031
Saginaw	262	887
Washtenaw	1,609	4,504
Wayne	37,221	153,413
MINNESOTA		
Hennepin	6,515	31,124
Ramsey	3,544	15,351
MISSOURI		
Buchanan	294	776
Jackson	8,393	40,731
Madison	18	542
St. Louis	12,953	64,527
NEBRASKA		
Douglas	2,950	8,482
Lancaster	208	791
NEW JERSEY		
Atlantic	1,019	5,445
Bergen	3,821	20,306
Camden	2,608	13,365
Essex	11,849	60,406
Hudson	6,981	34,707
Mercer	1,934	11,423
Middlesex	2,511	12,572
Monmouth	1,737	11,048
Morris	1,188	5,816
Passaic	3,446	18,290
Union	4,011	20,146
NEW MEXICO		
Bernalillo	416	1,903
NEW YORK		
Abany	1,886	11,733
Bronx	5,845	25,465
Broome	878	3,789
Chautauqua	554	2,998
Erie	12,588	56,932
Kings	34,224	147,738
Monroe	5,889	35,978
Nassau	9,063	30,077
New York	41,561	157,662
Niagara	2,144	8,486
Onondaga	5,094	24,450
Oneida	2,662	11,772
Orange	812	4,418
Queens	16,840	66,731
Rensselaer	1,179	11,807
Richmond	1,168	7,563
Schenectady	579	7,535
Westchester	5,109	23,031
NORTH CAROLINA		
Alamance	199	631
Cabarrus	345	1,030
Durham	19	80
Forsyth	426	947
Gaston	842	1,715
Guilford	814	2,339
Mecklenburg	1,655	3,607
Rowan	153	525
OHIO		
Butler	2,345	9,592
Clark	736	5,291
Cuyahoga	19,686	96,652
Franklin	9,605	38,301
Hamilton	15,634	61,520
Lucas	5,425	21,934
Montgomery	6,589	35,674
Scioto	195	607
Summit	4,071	20,390
OKLAHOMA		
Muskogee	56	236
Oklahoma	1,586	6,321
Tulsa	968	3,750
OREGON		
Marion		
Multnomah		
PENNSYLVANIA		
Allegheny	15,889	71,970
Berks	2,474	12,169
Beaver	1,723	6,065
Blair	308	1,160
Cambria	1,428	6,256
Dauphin	1,202	4,244
Delaware	3,350	15,559
Erie	3,098	14,222
Fayette	709	4,712
Lackawanna	96	509
Lancaster	2,381	10,461
Lebanon	450	3,245
Lehigh	1,753	8,555
Montgomery	2,450	14,724
Northampton	1,206	5,915
Philadelphia	32,157	144,049
Washington	926	5,577
Westmoreland	2,035	8,627
York	1,217	6,492
RHODE ISLAND		
Providence	5,432	35,477
SOUTH CAROLINA		
York	175	538
TENNESSEE		
Davidson	3,690	4,454
Shelby	4,184	19,352
TEXAS		
Bexar	2,001	12,953
Dallas	5,718	25,419
Galveston	122	848
Harris	3,823	19,621
Tarrant	2,754	14,174
UTAH		
Salt Lake	1,961	9,240
Weber	21	204
VIRGINIA		
Arlington	1,374	6,160
Henrico	2,488	11,269
Norfolk	2,176	15,414
Pittsylvania	3	28
Warwick	593	2,439
WASHINGTON		
Clarke	11	336
King	2,003	9,019
Pierce	619	2,705
WEST VIRGINIA		
Cabell	1,892	4,112
Kanawha	662	1,444
WISCONSIN		
Milwaukee	14,013	50,628
Sub-Total	730,007	3,443,200
AREAS UNLISTED	114,993	508,800
GRAND TOTAL	845,000	3,952,000

* Adjusted to reflect reduction of 43,289 units representing correction applicable to the month of July.

HAWAIIAN orchid-strung lei valued at $400 was presented to Mrs. Gloria Beasley by Ed McMahon (r), star of WCAU-TV Philadelphia's *Strictly for the Girls,* as Coolerator took over sponsorship of Thursday presentation of the five-weekly show Nov. 3. Sponsor was represented in person of John Wear (l), appliance sales manager of Graybar Electric Co., and Fred Margolf, Coolerator Co. district manager. Breakfast club program is telecast 9:15-10 a.m. Mon.-Fri., over WCAU-TV.

Color Battle to Court

(Continued from page 61)

cities will have color telecasts at that time but it was learned that plans are being made for starting this service either Nov. 20 or shortly thereafter in Philadelphia, Baltimore, Boston, Washington and Chicago.

Details of program content and the time schedule for the network colorcasts were still being worked out by CBS TV executives last week. The volume of color programs fed to the network is expected to reach about 20 hours a week by mid-December, including about two hours of daytime programming, a half-hour between 6 and 8 p.m. and another half-hour in the 11 p.m. to midnight period.

In San Francisco
Bay Area Television:

BOB HOPE

THE BIG NAMES OF SHOW BUSINESS

MILTON BERLE

GROUCHO MARX

ED WYNN

PUT MORE EYES ON KRON TV SPOTS

FRED ALLEN

EDDIE CANTOR

(to mention just a few of our big fall shows...the company you'll keep!)

Where the big shows draw the big audience —on KRON-TV—that's where *SPOTS* do their best selling. Yes, your "A" spot schedules get top attention on San Francisco's "Clear Sweep" station...

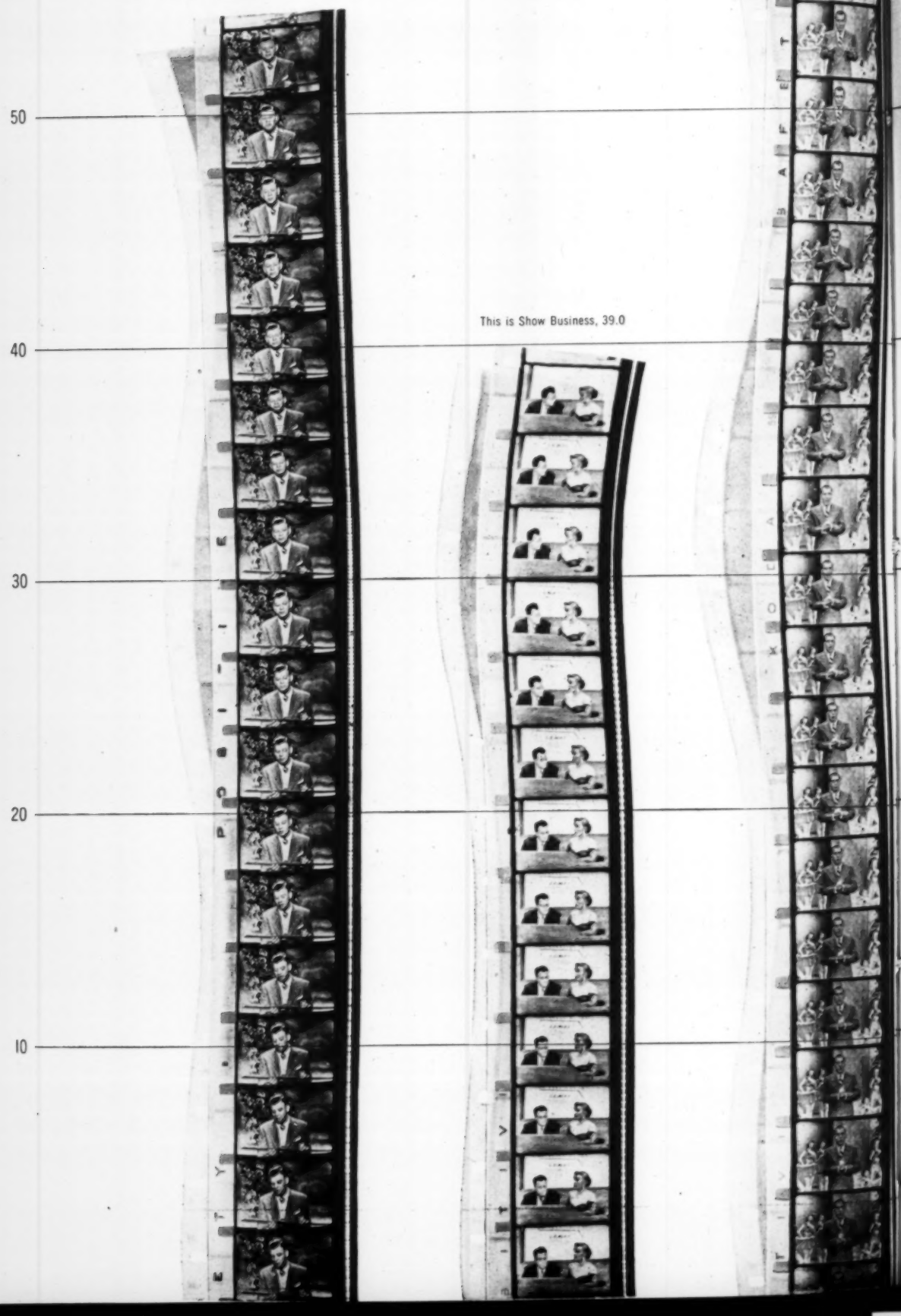
KRON TV
SAN FRANCISCO CHRONICLE • NBC AFFILIATE
SELL MORE ON CHANNEL 4

Represented nationally by FREE & PETERS, INC.... New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Sts., San Francisco

Toast of the Town, 58.9

Godfrey & His Friends, 56.3

This is Show Business, 39.0



XUM

You can have live television in 61 markets!

The Fred Waring Show. 42.3

Live *programs* are what make live television. It's not half so important *how* people see a show—"live" or on television recordings (TVR)—the vital point is *what* they see. Some advertisers today are staying out of television because they're afraid they can't get into enough markets. Others are accepting inferior programs just because they are able to get cable time for them. Neither way is very smart.

Because there's abundant proof a *good* program on TVR can do a superb job for an advertiser. Take the records of four top-rated CBS shows you see graphed across the page. These ratings were won in *cable cities*, where both "live" and TVR are regularly seen. And in each case listed here, the TVR broadcasts of the shows not only won big ratings, but actually *bigger* ratings than the same shows in cities where they're seen "live"!

	LIVE	*TVR*
GODFREY & HIS FRIENDS	55.8	56.3
THIS IS SHOW BUSINESS	26.7	39.0
TOAST OF THE TOWN	51.3	58.9
THE FRED WARING SHOW	18.9	42.3

To reach the optimum television market... to pro-rate costs to cover as wide an area as possible, the wise advertiser will take his show wherever there's a market he wants to hit. He'll do it with *both* live and TVR. And the wisest will pick a CBS show to do it with... on the record, it's a better guarantee his show will really go places.

CBS *television*

It's like a four-ring circus—having the best shows from all four TV networks—and even more fun for 228,000 viewers.

No wonder Toledoans are climbing aboard at a lively clip. Sets sales now stand at . . .

And—as an added attraction, remember WSPD-TV bonus coverage in Northwestern Ohio and Southern Michigan.

There's still a spot for you. Why not climb on, too? Katz has the story. Get it today.

WSPD
TOLEDO, OHIO
A FORT INDUSTRY STATION
5000 WATTS ● NBC
Represented by
THE KATZ AGENCY, INC.

WSPD-TV
CHANNEL 13
Nat. Sales Hq: 488 Madison Avenue, New York 22, ELdorado 5-2455

telestatus

TV Set Ownership Data Covered by Survey

(Report 137)

HIGHER percentage of craftsmen and skilled laborers own television sets than members of any other occupation group, and more than 11 in every 100 families in the lowest quarter of the economic strata have sets in their homes.

This data was reported last week in Chicago by Samuel G. Barton, president of Industrial Surveys Co., independent market research firm. Figures were based on a survey of the company's National Consumer Panel, nation-wide group of 4,500 representative families distributed according to population concentration, Mr. Barton said.

Next in line to craftsmen and skilled laborers when it comes to set ownership are clerical, sales and service personnel, and professional men and women executives. Although 11 of every 100 of the "poorest families" own sets, only 24 in every 100 of the top quarter income homes have receivers.

Other findings reported were:

TV sets are owned by 17.9% of *all* American families. With about 40.3 million families in the U. S., this means there are 7,213,700 families owning television sets.

More than half, or 55.3%, of these sets are in homes of people living in the Northeastern states; more than one-fourth, 26.5%, by families in the North Central section. More than one out of every three Northeastern families has a video set, and about one in seven North Central families.

Almost three out of four families owning a set, or 72.9%, live in cities of 500,000 population or more; and four out of 10, or 40.2%, of these urban families have a set.

Almost 16% of all U. S. families whose main providers have a grade school education or less own sets, compared with less than 17% who have a college degree.

About a fourth of all families having four or five members own sets, but little more than a tenth of the one and two-member families own them.

Mr. Barton said his company is also preparing reports to show the volume of product and brand purchases by families continuously exposed to television. This data will be compared with purchases by non-TV families.

* * *

WOR-TV October Billings Reach New Peak

OCTOBER billings and contracts for WOR-TV New York reached a new peak in the station's history, according to Robert C. Mayo, sales director. He said that nighttime hours were 78% sold out; that weekly billings had risen 57% and the number of advertisers doubled since Aug. 1.

"Eighty-eight percent of our business is in national spot contracts," Mr. Mayo said. "And there has been 95% renewal of contracts since Aug. 1. The other 5% represented seasonal advertisers." WOR-TV went on the air Oct. 5, 1949.

Tele-Que Ratings Extended to San Francisco

EXTENSION to San Francisco of the Coffin, Cooper & Clay Inc., Tele-Que ratings, currently covering only the Los Angeles area, was announced last week by Joseph H. Coffin, president of the television audience research firm. Expansion of the service, to start in early December, was taken because of the increased number of requests for audience analysis data in San Francisco similar to the firm's Los Angeles service, Mr. Coffin said.

Survey will be taken the first seven days of each month and cover all telecasting between 9 a.m. and midnight. A sample of 500 set owners in the area will be covered by personal interview. Results will be reported at the end of each month. Separate reports will be issued for San Francisco and Los Angeles with single ratings available for programs in both cities.

Robert Seelye, field manager for Coffin, Cooper & Clay, Los Angeles, will head the new office.

* * *

Benny TV Debut Gets 76.6% of Audience

DEBUT of Jack Benny on Oct. 28 over CBS-TV registered a rating of 41.5 and a share of audience of 76.6%, according to a ten-city survey by C. E. Hooper Inc., released last week. Opposite the Benny show, the next highest rating was 8.1 and a share of audience of 14.8.

Weekly Television Summary—November 13, 1950, Telecasting Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	5,000
Ames	WOI-TV	21,346
Atlanta	WAGA-TV, WSB-TV	65,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	222,186
Binghamton	WNBF-TV	26,090
Birmingham	WAFM-TV, WBRC-TV	26,500
Bloomington	WTTV	11,000
Boston	WBZ-TV, WNAC-TV	525,130
Buffalo	WBEN-TV	149,331
Charlotte	WBTV	36,238
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	679,417
Cincinnati	WCPO-TV, WKRC-TV, WLWT	173,000
Cleveland	WEWS, WNBK, WXEL	349,319
Columbus	WBNS-TV, WLWC, WTVN	95,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	82,544
Davenport	WOC-TV	27,962
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	106,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	330,539
Erie	WICU	41,350
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	82,544
Grand Rapids	WLAV-TV	56,211
Greensboro	WFMY-TV	30,508
Houston	KPRC-TV	47,970
Huntington-Charleston	WSAZ-TV	27,500
Indianapolis	WFBM-TV	95,000
Jacksonville	WMBR-TV	20,000
Johnstown	WJAC-TV	37,800
Kalamazoo-Battle Creek	WKZO-TV	45,570
Kansas City	WDAF-TV	73,565
Lancaster*	WGAL-TV	63,743
Lansing	WJIM-TV	31,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	747,867
Louisville	WAVE-TV, WHAS-TV	52,299
Memphis	WMCT	60,176
Miami	WTVJ	40,000
Milwaukee	WTMJ-TV	160,665
Minn.-St. Paul	KSTP-TV, WTCN-TV	163,400
Nashville	WSM-TV	8,500
New Haven	WNHC-TV	109,700
New Orleans	WDSU-TV	37,371
New York	WABD, WCBS-TV, WJZ-TV, WNBT	
	WOR-TV, WPIX	1,635,000
Newark	WATV	Inc. in N.Y. Estimate
Norfolk	WTAR-TV	39,960
Oklahoma City	WKY-TV	54,633
Omaha	KMTV, WOW-TV	44,566
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	695,000
Phoenix	KPHO-TV	17,400
Pittsburgh	WDTV	160,000
Portland, Ore.	....	978
Providence	WJAR-TV	86,880
Richmond	WTVR	42,534
Rochester	WHAM-TV	56,205
Rock Island	WHBF-TV	27,962
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	31,500
San Antonio	KEYL, WOAI-TV	32,208
San Diego	KFMB-TV	58,000
San Francisco	KGO-TV, KPIX, KRON-TV	99,022
Schenectady	WRGB	106,800
Albany-Troy		43,200
Seattle	KING-TV	206,500
St. Louis	KSD-TV	71,295
Syracuse	WHEN, WSYR-TV	57,000
Toledo	WSPD-TV	43,875
Tulsa	KOTV	27,900
Utica-Rome	WKTV	188,585
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	46,749
Wilmington	WDEL-TV	

* Lancaster and contiguous areas. Total Markets on Air 63 Stations on Air 107 Sets in Use 8,732,687

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

WSAZ-TV *Channel* 5

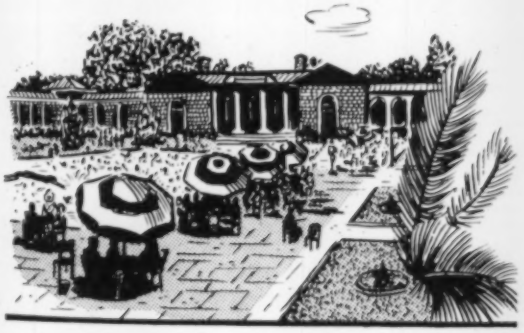
West Virginia's only television station delivers EXCLUSIVE coverage of the rich*

HUNTINGTON-CHARLESTON

market

Now Interconnected

*THE 27th MARKET — $601,425,750 in 1949 retail sales makes this the equivalent of the 27th ranking U. S. Market. Figures direct from Sales Management "Survey of Buying Power" May 10, 1950.



ABC - CBS - DTN - NBC

Represented Nationally by

THE KATZ AGENCY

WSAZ-TV

MEDICAL COLOR

CBS-S.K.&F. Labs Renew

CBS and Smith, Kline & French Laboratories have renewed for another year their agreement covering color telecasting of medical demonstrations.

CBS technicians will operate color equipment to telecast surgical and medical exhibitions at medical meetings throughout the country. CBS also will produce new equipment to replace that which has been used in the past. A new camera weighing only 32 pounds is being developed.

TV COMMERCIALS

Favorable Reaction Seen

MORE than three fourths of television set owners think television commercials provide more useful data about products than do radio commercials, according to a Daniel Starch & Staff survey.

Of 400 set owners in New York, Chicago, Philadelphia and Boston queried in the Starch survey, 79.5% thought TV commercials were more informative than radio commercials; 3.3% voted for radio commercials, and the other 17.2% thought the informational value of the two was about the same.

WTMJ-TV Milwaukee takes air at 11:30 a.m. Sun., with reading of comics in Milwaukee *Journal*.

DEWEY'S VICTORY STAND

Climaxes Campaign With 18-Hour Radio-TV Event

AN 18-HOUR performance by radio, TV and telephone from the studios of WOR-TV New York was the pioneering twist with which Gov. Thomas E. Dewey climaxed his camapign for a third term last Monday.

Beginning at 6 a.m., the Governor made 14 appearances before his departure that midnight. Eleven of them lasted 15 minutes, two 30 minutes, and one 45 minutes. Some of them were simulcast over WMCA New York, and one over NBC. In addition there were quarter-hours on state networks of MBS and ABC, and on WABD (TV) New York. Gov. Dewey spent $15,000 for his AM-TV marathon.

Answers Phones

When off the air, Mr. Dewey answered queries telephoned into him via one of 50 telephones rigged for the occasion. Several times he brought his wife before the cameras to answer queries about the campaign, and the draft status of their sons.

Why hadn't the Governor campaigned in "such a human way" in the 1948 presidential campaign? one woman questioner wanted to know. Mr. Dewey said that he had "had to read from prepared scripts, or so I thought."

Gov. Dewey

* * *

WOR-TV used three cameras on the set, which consisted of desk, chair, sofa, clock, and sample voting booth. Gov. Dewey used the voting machine for demonstrations of how to vote.

Ford Bond directed the telecasts. Wick Crider, vice president of BBDO, New York agency which placed the telecasts, supervised.

A Republican party spokesman in New York, following the election, said that television results had been impressive, although he refused to say what proportion of the Governor's city vote was attributable to it. Very likely, he said, television will replace the street-corner-rally technique as a means of meeting the most people face to face.

He revealed that the telephone company estimated that six times as many calls were actually made as the 50 special operators could handle, and estimated that about 25,000 calls were either made or attempted. At peak periods, he said, about 300 calls were handled at one time, each call averaging about 3½ minutes.

Dr. Tyler Named

DR. I. KEITH TYLER, coordinator of radio activities at Ohio State U., has been named chairman of a national committee representing educational organizations and institutions interested in presenting testimony before FCC at its hearing on reallocation of TV frequencies, it was announced last week. Dr. Tyler, who also heads Ohio State U.'s Institute for Education by Radio, is now in Washington in connection with the Nov. 27 hearing on reservation of educational TV channels.

WDTV(TV) ADDS

Names 14 New Staff Members

FOURTEEN staff additions at WDTV (TV) Pittsburgh have been announced by General Manager Donald A. Stewart.

Jack Tolen, formerly with Twin City Television Labs., Minneapolis, has been assigned to the WDTV administrative department. Added to the promotion and publicity department are Gertrude H. Lieblich, former UP staff writer, and Morris M. Siman. Joseph W. Bock of McKeesport, Pa., has been named staff artist. New members of the technical staff are John W. Berninger, Edward J. Young, Robert L. Markle, Frederick Wood and Vito Twaska. Five additions to the office staff are Mary Jackson, Helen Krizmanich, Jean Steuber, Thomas Seger and Ralph Cunningham.

PACKAGE FIRM

Marshall Productions Formed

MARSHALL Productions Inc. has been formed in Chicago by Ed Marshall, former sales manager of WSRS Cleveland and previously associated with WJBK Detroit. Mr. Marshall is president of the firm, and Mrs. Nancy McIver, who was "Nancy Grey" on WTMJ Milwaukee for 18 years, is secretary.

Company will package radio and television shows, one of which will be the half-hour radio program, *Nancy McIver*, featuring Mrs. McIver, a noted commentator on travel, industry, foods and women's apparel. Marshall Productions is located at 105 W. Adams St., Chicago.

Tube Loan

(Continued from page 62)

edy the basic defect" of the CBS system, which he described as its incompatibility with present standards.

"Your decision denied the public an opportunity to have the RCA all-electronic compatible system of color broadcasting," he told the Commission. He said RCA offered on July 31 and again on Oct. 4 to show FCC its improvements in the color tube, but that the first offer was ignored and the second rejected.

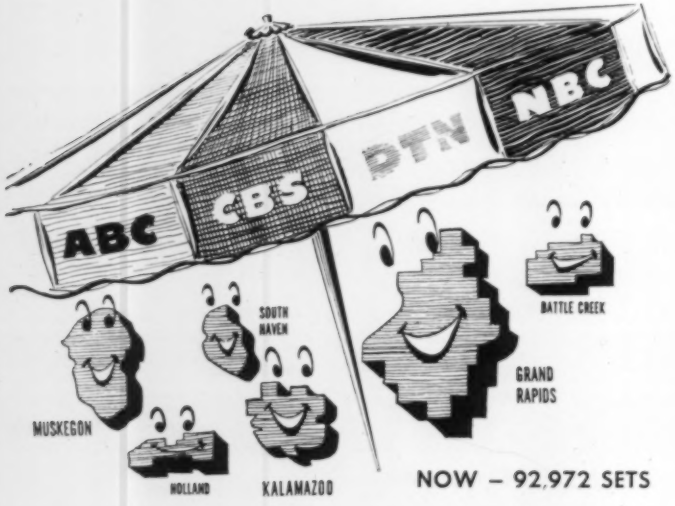
"Now after your decision has been made you write us that you are 'pleased to note the progress' we have made," he said.

He said FCC's letter to RCA incorporated "identical language with that which the promoter of the incompatible system used in a previous letter to us making a similar demand."

"This promoter of the system you adopted swore under oath that they had developed a color tube," he asserted. "Later they admitted that they had failed in their attempt to build one."

NEW all-driven-element antenna announced by Technical Appliance Corp., Sherburne, N. Y.

nothing but smiles under our umbrella!



NOW – 92,972 SETS

WLAV-TV

CHANNEL 7 – GRAND RAPIDS

LIVE – INTERCONNECTED

Represented by John Pearson

Eye Witness reports from a fiery furnace!

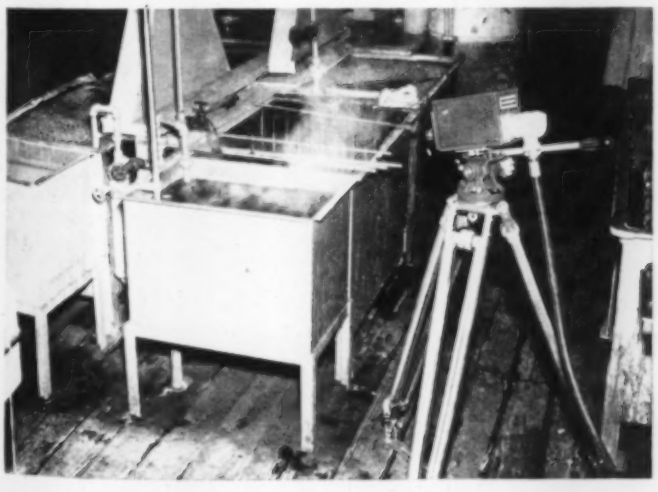
A new television development which adds to industry's efficiency

No. II in a series outlining high points in television history

Photograph and painting from the RCA collection

Compact industrial television system—*developed at RCA Laboratories—lets industrial engineers and research scientists see the unseeable in safety.*

• Something's wrong in a big blast furnace, and it is too hot for engineers to approach in safety. But now, with the Vidicon camera of an RCA Industrial Television System focused on the flames, the furnace can be studied closely and carefully on a television receiver.



Here's RCA's Vidicon system at work *beside a steaming vat. Note how the television camera is getting a safe "close-up" of the action.*

One of the great advantages of this system—other than its contributions to industrial safety—is its ability to save both time and money. No longer need engineers "shut-down" machines or processes to observe them. Normal operations can continue without waste of time, while the Vidicon System gathers information.

Key to the success of the Vidicon System is a tiny television camera—small enough to hold in one hand—and relatively inexpensive. The camera's "eye" is the sensitive Vidicon tube developed by scientists at RCA Laboratories. The only other equipment needed is the Vidicon camera's suitcase-size portable control cabinet, which operates on ordinary household electric current, and with *any* television receiver—on which to view the pictures.

Adaptable to many uses, RCA's Vidicon camera could easily be lowered deep under water to watch divers at their dangerous work—or stand watch on atomic piles, to keep scientists and workers secure from radiation. And this RCA Industrial Television System can also easily be arranged for *3-dimension pictures* . . . real as life!

Radio Corporation of America

WORLD LEADER IN RADIO—FIRST IN TELEVISION

BETWEEN COMMERCIALS

BY KAY MULVIHILL

• **Under sponsorship of the Longine-Wittnauer Watch Co., KPIX and KSFO brought Northern Californians the first combined television - radio - newspaper coverage of election returns. The San Francisco Call Bulletin cooperated with the two stations in making a complete source of political material available.**

Maps, charts, blackboards, and a unique "thermometer" system especially designed for vote tabulations, were devised by Sandy Spillman, KPIX program director, as visual aids for viewers.

The election coverage, which followed a two week campaign on KSFO and KPIX, in which citizens were urged to go to the polls and vote, proved to be one of the most outstanding public interest programs ever attempted in Northern California.

• Ben Alexander's "Watch and Win," seen on KPIX Wednesdays at 9:00 PM, is proving to be the Bay Area's leading telequiz. Each week, Ben and wife, Lesley, seat themselves behind a battery of ten phones and pose questions at the viewing audience, with correct answers bringing prize returns. Sponsor Acme Beer has even gone so far as to omit the middle commercial, so that fast-moving pace of show might continue.

• **The KPIX Kitchen promises to take on a festive air when star, Fay Stewart, prepares a special Thanksgiving Party with turkey 'n trimmings for a group of children from a local orphanage.**

• SEEN AND HEARD: Renowned author Dean Jennings is now doing a weekly TV series on KPIX . . . Roy Whaley has recently returned to KSFO to air the nitely Dance Date show for Regal Pale Beer . . . 75% of the mail requesting fairy tales to be dramatized on KPIX's "Once Upon A Time," is coming from the 'little people,' who manage to pen their story favorites in a most descriptive style.

KPIX CHANNEL 5
Represented by The Katz Agency, Inc.
560 KC KSFO 560
Represented by Wm. G. Rambeau Co.
SAN FRANCISCO

PREVIEW screening of Snader Telescriptions, series of 3 to 3½-minute musical films for video, is conducted in Chicago for agency and trade people by Louis D. Snader, president of the California firm. L to r: Theodore F. Shaker, Katz; Mr. Snader; Maurice B. Lipsey, Music Corp. of America; James R. Hoel, Katz; J. R. Fishburn and Bruce Bryant, Edward Petry & Co.

TBA CLINIC

Thomas Named Chairman Of Dec. 8 Meet

EUGENE THOMAS, manager of operations of WOR-TV New York, has been appointed chairman of the Television Clinic to be conducted Dec. 8 at New York's Waldorf-Astoria Hotel by Television Broadcasters Assn. in conjunction with the annual TBA membership meeting. Attendance is expected to exceed that of over 400 at the last TBA clinic [TELECASTING, Feb. 13].

Clinic, to start at 10:30 a.m., will be based on the theme "Keeping Pace With Television's Growth" and will include seven topic sessions, to run consecutively in the same room (the Starlight Roof)—not concurrently in different rooms as at previous TBA clinics. The clinic sessions will run from 10:30 a.m. to 12:30 p.m. and from 2:30 to 5:30 p.m., with a two-hour luncheon session which will include both a headline speaker and entertainment.

Topics to be covered by the clinic sessions, according to present plans which are necessarily tentative until acceptances have been received from the invited speakers, include:

(1) Programming, which will embrace such sub-topics as "The Daytime Television Audience," "Video Network Problems," "Opportunities in Multi-Station and Single-Station Markets," "Ways of Reducing Expenses" and "Catering to Local Audiences."

(2) Recent developments on television research.

(3) TV sales, comprising discussions of "Keeping Sales Volume Abreast of Expenses" and "The Dilemma of Sponsor and Agency."

(4) Effects of the proposed excess profits tax on TV broadcasters.

(5) Negotiations with ASCAP for per-program licenses for TV broadcasters.

(6) TV as an educational tool.

(7) Color television, with a three-member panel discussing the impact of colorcasting on the broadcaster, viewer and performer.

Membership Session

Clinic sessions will be preceded by a TBA membership meeting which will receive reports from officers and committee chairmen and elect directors to succeed Dr. Allen B. DuMont, president, DuMont TV Network; Joseph A. McDonald, vice president, ABC; Richard A. Borel, general manager, WBNS-TV Columbus, Ohio, whose terms expire Dec. 8. Three members of the nine-member TBA board are elected each year for three-year terms. Officers for the coming year will be elected by the new board at its first meeting, presumably also to be held Dec. 8.

Storage Tube

STORAGE tube which he claims will eliminate flicker and lines of present TV reception has been announced by Philo T. Farnsworth, vice president and director of research of Capehart-Farnsworth Corp. He described it as the "biggest single development in television in the past 5 or 10 years." The new "memory tube," which permits flashing of completed images on the TV screen at the rate of one every 60th of a second, will be available commercially within a maximum of two years, Mr. Farnsworth stated. The tube "remembers" the components of an image until it is completed, then flashes it upon the screen. In existing TV, the picture is formed line by line.

JOHN F. RIDER Publisher Inc. releasing *Rider's Television Manual Volume 5*, in firm's TV manual series, and new encyclopedia on *Cathode-Ray Oscilloscopes and Their Uses.*

MECK RECEIVERS

To Take Any Type Color

JOHN S. MECK, president of John Meck Industries, video set maker, changed his mind last week about the CBS color television system and announced he is shipping sets which accommodate units for any type of color reception. Mr. Meck reported that all Meck sets built since Nov. 1 have incorporated "special design and circuit features" to be used with Meck "Add-a-Color" units for the CBS system. The sets will be available "as soon as production schedules permit."

In addition, sets will be equipped to handle any electronic system of color TV, which "may later be approved," he said. Prices remain the same, and color attachments can be added "at moderate cost."

"Our engineering department has not had enough time to determine that the CBS system is practical, though it may not be the ultimate in color transmission. We believe as manufacturers we should let the public have a chance to decide what type of television it wants."

Meck dealers and distributors are receiving adapter kits to equip receivers built by the firm before Nov. 1, so that "Add-a-Color" units can be added when desired. These units will match the TV receiver. "Add-a-Color" attachments get their power from the TV set, and the video signal from the set's tuning and amplifying circuits.

"It is time for the television industry to stop sniping at a constructive effort by CBS to advance the science," Mr. Meck asserted. "We may not agree with the technical details of the CBS system or the method used to publicize it, but a unified effort to let the public determine its own interest in the CBS system will be far better for the industry and for the public. I believe all manufacturers should make auxiliary color units available. I also believe CBS, which has so much to gain if its method succeeds, should help some of the manufacturers of components absorb tooling costs on necessary mechanical parts . . ."

CAAB MEET

Gets Reports on Color

CBS Affiliates Advisory Board, at its second 1950 meeting last Thursday and Friday in New York, heard reports from top CBS executives on such provocative subjects as color television and the FCC proposed rule to limit programs stations may take from television networks.

The CAAB saw a demonstration of color television, conducted by Adrian Murphy, vice president and general executive, and Dr. Peter Goldmark, vice president in charge of engineering development.

Louis Hausman, vice president in charge of advertising and sales promotion, gave a report on the trade promotion plans that were announced several weeks ago [BROADCASTING, Oct. 30].

SEEK FEE RAISE
For PCL Baseball Rights

HIGHER fees for television rights to West Coast baseball games during the 1951 season were demanded by officials of the Pacific Coast (baseball) League at a recent conference in Oakland, Calif.

Television will be banned from PCL ball parks or greatly restricted in 1951 unless the league gets adequate compensation for attendance losses, officials announced. Delegates to the conference were told that attendance at league games in the West Coast's two major television centers, Los Angeles and San Francisco, had declined sharply during the past season.

Amount of compensation to be asked for TV rights was not discussed but was tabled for further study. It was reported that some officials of the eight-club league favored a formula similar to that adopted by the Pacific Coast (college football) League. Under this formula TV rights are sold on a fee plus attendance guarantee basis.

While television was blamed in some quarters for the drop in attendance during the past season, a number of prominent critics blamed the decline primarily on the heavy schedule of games played by the league teams. The games were too numerous to draw heavy attendance at all contests, these critics said.

To satisfy this criticism, the league directors have drawn up a 172-game schedule for the 1951 season, rather than the 200-game schedule followed this year.

MOVIE MONITOR
Firm Uses KTTV Cameras

EFFECTIVE way for television to help out motion picture production was employed last week by Lippert Productions, Los Angeles, when the firm used KTTV (TV) Los Angeles facilities to rehearse a film "The Steel Helmet," being produced at the KTTV lot where Lippert has studios.

Television cameras were set up on the motion picture sound stage for rehearsal, with producer and director Samuel Fuller, able to watch on the TV screen how the film will look projected in movie theatres.

In this manner much of the production costs can be saved by eliminating need for hundreds of sketches of scenes in action by production designers before cameras turn, and by making it possible to do much of the film cutting in advance. Artistic composition of the scenes and lighting set construction are among other benefits resulting from the use of television, according to the film producer.

FIVE new "Black-Daylite" TV receiver models added to General Electric's fall line, firm announces.

INDIANS ON TV
In '51 for Leisy Brewing

IN A MOVE that contradicts the cry from some quarters that television is hurting major league baseball attendance, the Cleveland Indians have come out solidly for the visual medium by authorizing telecasts of all 77 home games of the club during the 1951 season. In an announcement last week from WXEL (TV) Cleveland, which will carry the games, it was also indicated that some of the out-of-town games will also be telecast although full details of the season plans have not been completed.

The games will be sponsored by the Leisy Brewing Co. Bernard London will do production and direction. The telecasts will not be simulcast as they were in 1950, however an announcer for television has not yet been selected.

WDTV STUDIOS
Opening Is Nov. 19

WDTV (TV) Pittsburgh has set Nov. 19 as target date for opening of new studios in the Chamber of Commerce Bldg., Donald A. Stewart, general manger, has announced. A heavy schedule of local shows will be telecast "live" when the studios are completed. WDTV is owned and operated by Allen B. DuMont Labs Inc.

Construction has proceeded at a brisk rate, although the Pittsburgh newspaper strike slowed down work on the facilities for about two weeks, according to Mr. Stewart. Several local department stores turned to the DuMont TV outlet for help when their daily advertising space was unavailable in printed media. Station put its uncompleted studios at stores' disposal and helped advertise and display their merchandise by TV.

Studios will be 51 ft. by 48 ft. and were designed by W. T. Myer, architect for Allen B. DuMont Labs Inc. They are located on the second floor of the Chamber of Commerce Bldg. Station formerly occupied space in the Clark Bldg. Studio facilities include two image orthicon cameras, one iconoscope film camera for use with two 16mm film projectors, two microphone booms and dual video and audio facilities for rehearsals during air periods. Station operates on Channel 13 (60-66 mc) with 8.3 kw aural power and 16.6 kw visual.

Firm Plans TV

INTRODUCTION of Chlorophyll deodorant has been so successful that Lester Amster, president of the Pearson Pharmacal Co., has laid plans for an extensive advertising campaign. A sizable television schedule, newspapers and magazines will be used. Harry B. Cohen, New York, is the agency.

SUCCESSFUL

because they have the

Right Disc Recorders

THE LARGEST INDEPENDENT RECORDING STUDIO IN THE EAST SAYS: "We've been using Fairchild Disc Recorders exclusively for many successful years. They stand the test of continuous operation with high quality output. That's the international reputation of the work we turn out—high quality!"

Mr. C. L. Stewart, Business Manager, Reeves Sound Studios

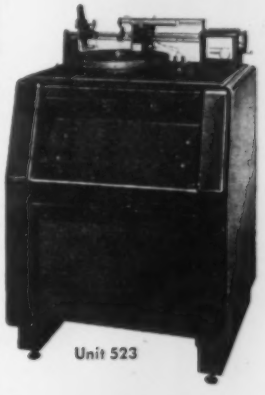
MERCURY RECORDS SAYS: "Reeves-Fairchild Thermo-Dynamic Margin Control represents an unbeatable combination . . . puts Mercury Records at the top in progressive recording techniques".

Mr. David Hall, Musical Director of Mercury Classics

With Fairchild's exclusive features, you too can be successful in the new markets for low noise LP, TV and Theatre film sound track recording.

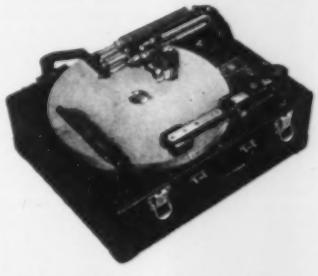
The FAIRCHILD STUDIO RECORDER with pitch-variable-while-recording is shown on the right. No lead screws or gears to change. Continuous pitch change from 80 to over 500 lines per inch simply by rotating the convenient knob. This is the famous MARGIN CONTROL which puts up to 25% more recording time in the same space—without reducing top recording levels.

70 db dynamic range on disc is now made possible with the Fairchild THERMO-STYLUS and MARGIN CONTROL—"an unbeatable combination".



Unit 523

Fairchild Synchronous Disc Recorders



Accurate Program Timing—Synchronous direct to the center gear drive for "shows on the nose".

Freedom From Wow—No slippage. No musical pitch change to make listeners aware the show is transcribed—extremely important at 33⅓ rpm.

Sound on Film Dubbing—Many of the motion picture sound tracks you hear and enjoy are first recorded on Fairchild Synchronous Disc Recorders.

Microgroove and Standard Pitch recording can be done with any of the 3 Fairchild Disc Recorders: Unit 523 for the finest fixed installation, Unit 539-K for the small budget studio, Unit 539-G (shown above) for console performance in a portable case. Fairchild "sync-disc" recorders for standard and microgroove recording are made in 3 models, from $715 (less cutter head and pickup).

FR 119

Fairchild

RECORDING EQUIPMENT CORPORATION

WRITE FOR SERIES DRS LITERATURE TODAY IT'S FREE

154TH ST. AND 7TH AVE. WHITESTONE, L.I., N.Y.

NBC-TV PROJECT

Hollywood Expansion Cited by McConnell

AN ACCELERATED program to prepare for NBC transcontinental telecasting from Hollywood upon completion of the coaxial cable, estimated at about January 1952, was announced by Joseph H. McConnell, NBC president, last Thursday at a news conference when he introduced John K. West, newly appointed Western Division vice president.

Expansion plans include production of motion pictures especially for television, as well as facilities for live telecasting of Hollywood shows over the cable.

"Studies have already begun to determine the types of facilities and locations for our network television operations here on the West Coast, and one of Mr. West's first tasks will be to carry this important project to a successful conclusion," Mr. McConnell said. "He will at the same time head up our expanding radio operations here which now include more program originations than at any time in NBC history." He estimated 60% of NBC programs originate from Hollywood.

Mr. McConnell said NBC is making plans for the day when Hollywood will occupy the same leading position in TV which it now has in radio and motion pictures. In programming for TV, NBC plans to "work hand in hand with the motion picture studios, just as we have for so many years in radio." He pointed out many highly successful TV programs are being filmed in Hollywood, including *You Bet Your Life* starring Groucho Marx, *Fireside Theatre*, *Stars Over Hollywood*, *The Hank McCune Show* and *Smilin' Ed McConnell*.

Whether NBC will buy existing Hollywood facilities for its TV expansion or purchase property for new construction depends upon studies now being made, according to Mr. McConnell. He pointed out that in order to service the existing coaxial network for television it had been necessary to expand in an unprecedented way, to take over the Center Theatre in New York, in addition to three other legitimate houses. He further declared that in a national emergency television would be as vital a means of communication as any in existence and that eventually facilities equal to those at the other end of the nationwide network would be essential to the Hollywood operation.

HELPED BY TV

Notre Dame Lauds Gridcasts

TELECASTS of Notre Dame football games have made millions of friends for the university, which will carry its games on TV again next season if the National Collegiate Athletic Assn. approves. This was revealed in Chicago Tuesday by Edward Krause, athletic director of Notre Dame, as he addressed the Chicago Quarter Back Club.

Notre Dame has been helped also "by other than the football phase" of telecasting, Mr. Krause said. "In a 20-minute period before the start of each televised game both Notre Dame and the visiting school can emphasize their educational facilities, in which football is only a small part."

The speaker said the NCAA, which has stipulated one year as the time limit on video commitments, will probably act on the matter of telecasting college games at its meeting in Dallas in January. Mr. Krause said if the NCAA grants an extension for continued telecasting, Notre Dame will telecast its games again in 1951.

ATLAS FILM CORPORATION

ESTABLISHED 1913

CREATORS and PRODUCERS
of
TELEVISION COMMERCIALS

1111 SOUTH BOULEVARD
Oak Park, Illinois

CHICAGO: AUSTIN 7-8620

NEW TV CHAIN

GPL Announces Unit

A COMPACT and simplified image orthicon camera chain was announced last week by General Precision Laboratory Inc., Pleasantville, N. Y. A single GPL chain consists of four basic elements, the image orthicon camera, camera control unit, synchronizing pulse generator and camera power unit. The equipment for a chain can be carried in a station wagon, according to the company.

The camera itself weighs 75 pounds. The camera iris is motor driven and can be controlled not only from the back of the camera but also from the camera control unit. GPL said fast focusing was possible because of coordinated turret control. GPL reported it had been working on design of the new chain for three years.

ACHIEVEMENT plaque for "outstanding contributions in the field of public service" has been awarded WPTZ (TV) Philadelphia by the city's Chamber of Commerce. Clement V. Conole, executive director, C of C in Philadelphia, presented award to Rolland V. Tooke, WPTZ assistant general manager, on station's *Public Invited* program, Nov. 1.

SPONSOR'S Rock of Gibraltar symbol on CBS-TV *Prudential Family Playhouse* is discussed by (l to r): Donald Davis, program prod. dir.; S. W. Toole, Prudential vice pres.; H. E. Edel, company's radio adv. mgr.; H. L. McClinton, pres. of Calkins & Holden, Carlock, McClinton & Smith; H. M. Kennedy, dir. of adv., Prudential.

JIM MORAN (left), who spends $400,000 yearly on Chicago television, and Hal Barkun, account executive at Malcolm-Howard Agency, watch 22,000 persons pour into Mr. Moran's new half-million dollar Courtesy Motors Service Center. Event was also telecast on WGN-TV's *Courtesy Theatre*.

COLUMBUS Day was marked on *Spanish Varieties*, language program now in its second year on KEYL (TV) San Antonio. Gathered are (l to r): Manuel Leal, show m.c. and mgr. of KIWW, San Antonio AM outlet; Pedro de Lille, pres. of XESE-TV, being built at Matamoros, Mexico; Mort Dank, prod.-dir. of KEYL.

IT'S family day and homecoming for this trio at a WLW and WLWT (TV) party during the National Assn. of Food Chains convention in Cincinnati. They are (l to r): K. T. Murphy, comptroller, Crosley Bcstg. Corp., who met his second cousin, NBC Star Dennis Day, and Breckenbridge Jones, vice pres. of Colgate-Palmolive-Peet.

GETTING together in studios of WFMY-TV Greensboro, N. C., after program featuring Vaughn Monroe are (standing, l to r): Gaines Kelley, station gen. mgr.; Gomer R. Lesch, WFMY-TV prog. dir.; Mr. Monroe. Seated is Ernie Johnson, Mr. Monroe's pianist.

A KPIX San Francisco highlight is the "cue receiver," worn by Vernon Appleby (l, floor director, for inventor Allan Kees, KPIX assistant eng. dir. Portable, radio operated set, attached to belt, eliminating headset and extensive wiring, contacts floor director with control booth.

MOVIE TV INTEREST

TOA Finds Trend

LIKELIHOOD that motion picture exhibitors will begin shortly to seek entrance into the TV broadcasting field on a substantial scale was foreseen last week following the Theatre Owners of America's convention in Houston.

In sessions dominated by television, TOA for the first time affirmatively recognized the existence of broadcast or "home" television as a major entertainment medium, and recommended that exhibitors interest themselves in it as well as in theatre television.

The preamble of a television resolution adopted by the convention declared:

Motion picture entertainment in the theatre has been, and always will be, we believe, the finest entertainment available to the public.

The development of television services—both theatre and home television—will bring new forms of entertainment and information to the public, and thus advance the public's appreciation and enjoyment of all entertainment. We feel there is a definite place for television in the home and the development of a new service of television in the theatre which will bring additional benefits to the public.

Theatre owners should investigate these opportunities and participate in the development of television, wherever possible.

It is appropriate that exhibitors recognize the existence and growth of the new electronics medium and participate to the fullest extent in television both for the public and their own interests.

The resolution held that "expanded use of television broadcasting as an advertising and promotion medium for motion picture film exhibited in theatres is necessary." It recommended "that the producer-exhibitor use television for the promotion and pre-selling on a national basis of motion pictures, by trailers or any other method best suited to this purpose. . . .

"It is recognized that television broadcasting can be of tremendous aid in stimulating attendance at the box office. It is recommended that the industry continue to explore and utilize the various techniques of promotion and showmanship in the medium of television as they have in the past with newspaper, radio, and other advertising and public relations media."

The resolution called upon "all exhibitors" to cooperate fully in preparation for the hearing FCC has called to consider the question of establishing a theatre television service—a hearing which, it was reported, is now slated to follow completion of FCC's current hearings on broadcast TV allocations.

Program Development

Commercial theatre TV equipment already permanently installed in some theatres "has proved to be absolutely adequate for the regular presentation of theatre television to the satisfaction of paying audiences," the resolution declared. It recommended that "theatre owners install theatre television equipment in their theatres," to make it possible "to develop more outstanding theatre television programs."

Adoption of the resolution followed a report of the TOA Television Committee by Chairman Mitchell Wolfson, part owner of Wometco Theatres, which operates WTVJ (TV) Miami, and speeches by other TOA authorities including Nate Halpern, television consultant; Marcus Cohn of the Washington law firm of Cohn & Marks, TV counsel, and Stuart L. Bailey of the Washington engineering firm of Jansky & Bailey, theatre TV engineering consultant.

Mr. Wolfson—who was elected chairman of the TOA board of directors—termed television "a natural for the motion picture exhibitor," and described Wometco's use of WTVJ to promote attendance in its theatres. "The results have been most satisfactory," he declared.

Mr. Wolfson conceded that TV broadcasting will have a tremendous impact on motion picture attendance, but insisted that it "need not be unfavorable," and that "the two industries can be mutually helpful." He noted that in non-TV areas "the box office is off just about as much as it is in television areas," and that the same is true in non-TV Canada.

"To my mind," he said, "motion picture exhibitors should use television rather than shy away from it."

He predicted TV broadcasting will reach the break-even point by the end of 1950, with profits for almost all TV broadcasters in 1951.

Sees Greater Urgency

FCC's approval of a color TV system, Mr. Wolfson said, makes it even more urgent that theatre television equipment with high fidelity color be made commercially available. He said he was confident that theatre-TV equipment with color pictures comparable to those of Technicolor will be available in the near future.

He described Zenith's Phonevision as "the flying saucer" of the television industry and predicted it will fade away.

Mr. Cohn reviewed general television developments within the past year, and went into detail on FCC's as yet undecided question of adopting a "uniform policy" toward applicants who have violated anti-trust, income tax and other non-radio laws.

He noted that this question has been expanded to include the question of concentration of control over the media of mass communications—which would include exhibitors as well as newspapers, etc. Mr. Cohn expressed confidence, however, that no hard-and-fast rule would be adopted by FCC to bar any particular type of business from radio and TV operation.

He predicted that color TV will arrive within five years of the industry's start in that field, whereas the development of color movies took 20 years.

Mr. Bailey discussed the technical phases of issues raised by FCC for the forthcoming theatre TV hearing, and Mr. Halpern outlined his views on principal questions regarding plans for establishing a theatre television service.

COOKING SHOW

WTMJ-TV Cites Success

THANKS to television, Milwaukee is more conscious of economical home cooking than ever before. Credit for this awareness is claimed by WTMJ-TV Milwaukee through its *What's New in the Home* program with Breta Griem and Connie Daniell.

WTMJ-TV points out that since the program was first telecast 18 months ago, its popularity with viewers and advertisers alike has resulted in expansion of *The Milwaukee Journal* station's programming in several ways. Mrs. Griem, a home economics consultant for more than 30 years, has given up her private practice to become a fulltime member of the station's staff.

Mrs. Griem

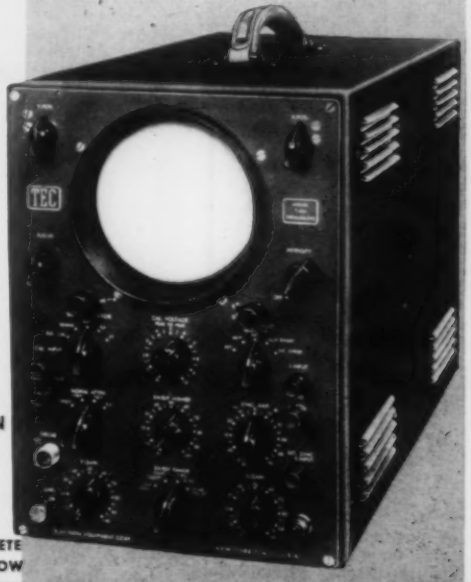
In addition, the Monday-Friday show has been increased from a half hour to 45 minutes and a new one-hour program, *Breta Griem's Kitchen*, is being started Saturday mornings to give youngsters cooking pointers. Promotion of *What's New in the Home* includes sale of a series of 24 cook books at grocery stores throughout the Milwaukee area. Released weekly, along with a cover and binder, the complete set of books makes up an encyclopedia of cooking.

'TV Tinkers'

CURRENT issue of *Better Homes & Gardens* carries an article entitled "Look Out for the Television Tinkers," based on shady dealings of some TV dealers and repairmen. The article cites several cases that have been reported to the Better Business Bureau. It also contains suggestions by the Better Business Bureau and the Television Installation Service Assn. for the protection of prospective buyers.

12 MC OSCILLOSCOPE
MODEL T-601

- 17 TUBES INCLUDING 5" CRT.
- 10 MILLIVOLT SENSITIVITY
- 12 MEGACYCLE BANDWIDTH
- DEFLECTION PLATES AVAILABLE ON TERMINAL BOARD
- CONTINUOUSLY VARIABLE CALIBRATOR
- SWEEP MAGNIFICATION 5 TIMES SCREEN SIZE
- GOOD TRANSIENT RESPONSE
- TRIED AND PROVEN CIRCUITS
- CRT CALIBRATION GRID



$349.50 LIST COMPLETE WITH LOW CAPACITY PROBE

WRITE FOR DATA SHEET B

Now! A top quality engineer's oscilloscope combining ALL the features of a laboratory instrument in one convenient size, light-weight, low cost unit.

TEC TELEVISION EQUIPMENT CORP.
238 WILLIAM ST., NEW YORK 7, N. Y.
IN CANADA THE AHEARN & SOPER CO. LTD OTTAWA

FILM SYNDICATE

KTTV Calls Second Meeting

REPRESENTATIVES from 10 television stations are expected to attend a second meeting to discuss a television film syndicate, called for Nov. 20 by Norman Chandler, president of KTTV (TV) Los Angeles and *Los Angeles Times*. Meeting will be held at the Ambassador West, Chicago.

Although most of those attending represent newspaper-owned stations, any syndicate formed would not be restricted to such stations, as was originally planned, it was reported. First meeting was held this summer in Hollywood.

With recent purchase of the former Nassour motion picture lot in Hollywood KTTV now has facilities for producing film programs.

Those expected to attend the Nov. 20 meet:

Ben Larson, WPIX New York; Frank Schreiber, WGN-TV Chicago; Charles Vanda, WCAU-TV Philadelphia; J. Leonard Reinsch, WSB-TV Atlanta; Charles Thierot, KRON-TV San Francisco; P. A. Sugg, WKY-TV Oklahoma City; John Runyon, Clyde Rembert, KRLD-TV Dallas; Richard Borel, WBNS-TV Columbus, Ohio; Robert Swezey, WDSU-TV New Orleans. Mr. Chandler and Harrison Dunham, manager, will attend from KTTV.

WSM-TV Joins CBS

WSM-TV Nashville, has become the 61st CBS-TV affiliate, Herbert V. Akerberg, network vice president in charge of station relations, announced last week. A new contract supersedes a temporary arrangement since Oct. 1, whereby the station carried certain of the network's programs, he said. WSM-TV is owned and operated by WSM Inc., Nashville, and is connected by private microwave relay to Louisville, Ky. Station also is a DuMont TV Network affiliate.

Bloomington Relay

WTTV (TV) Bloomington, Ind.'s relay between Cincinnati and Bloomington is expected to be completed this month, barring bad weather, the station has reported. Unique feature of the relay, it was explained, is that it will pick up the regular broadcast signals of Cincinnati TV stations and beam them to WTTV.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

CUBAN President Carlos Prio inspects television camera before his appearance during dedication of Union Radio Television Havana, Cuba's first TV station [TELECASTING, **Oct. 30**]. **Standing behind Senor Prio (second from right) is Jose Mestre Jr., president of Union Radio Television. Inaugural ceremonies, held Oct. 24, were viewed by the public on receivers set up in the station's courtyard.**

film report

Herbert S. Laufman & Co., Chicago, will release two of firm's video package shows on film shortly. One features Dr. George Crane, owner of syndicated newspaper feature, "The Worry Clinic," while other stars Golf Professional Johnny Revolta in series on how to play golf. This is first film activity of company. . . . Half-hour television film series *Piano by Eye*, starring Frankie Carle teaching piano by new identification method, now under production by **Jerry Fairbanks Inc.**, Hollywood. Series to total 10 films scheduled for national release this winter. . . . *Romance of the Ages*, 15-minute television film series featuring Manly P. Hall, head of Philosophical Research Society, Los Angeles, in little-known stories about historical and legendary figures, under production by **Davenport Productions.** Series will total 52. **Ned Davenport** is producer-director. Firm has offices at 418 S. Robertson Blvd., Los Angeles. Phone: Crestview 6-2057.

* * *

Cate & McGlone, Hollywood, is producting for **United Airlines** series of 12 one-minute TV film spots, six 20-second and six 10-second chainbreaks. Film firm also producing series of one-minute and 30-second TV film shorts on Hawaii to promote UA's direct flight to Hawaii. Agency: **N. W. Ayer & Son, Hollywood.** . . . Series of 29 TV films on behalf of **March of Dimes** campaign completed by **John Swallow**, Hollywood, for distribution to TV stations for use during March of Dimes drive Jan. 15-31. Films, shot in 35mm to be reduced to 16mm, feature such talent as Cab Calloway, Pinky Lee, Frank Fontaine, Ray Anthony, Diana Lynn, Tom Harmon, Robert Stack and others. . . . **Academy Film Productions**, Chicago, has just completed TV commercials for **Kalamazoo Stove & Furnace Co.**, through **Fulton-Morrissey** Agency; **Chicken Bones** candy, **Phil Gordon** Agency; **Safe-T-Smoker**, through **Rocklin Irving**; **Community Motors, Leo P. Bott Jr.** Agency; spots with Willie Shore for the **Dodge Dealers of Chicago**, through **Ruthrauff & Ryan**, and an animated cartoon for **Rival Dog Food, Charles Silver Agency.**

* * *

Jerry Fairbanks Inc., Hollywood, scenario and publicity staffs move to new offices at 6000 Sunset Blvd. **Lenard Kester**, artist, joins firm as art director of animation department; **Walter Grady** as head lighting technician . . . **Paul Phillips**, Fairbanks West Coast sales manager, joins **Ray Patin Productions**, Los Angeles as sales manager. . . . **Wallace Stark**, mural and portrait painter, signed by **Courneya Productions**, Hollywood, as art director for series of 52 TV shorts firm is doing for Bing Crosby Enterprises, Los Angeles.

* * *

Swank Films, Dayton, Ohio, move to new quarters at 627 Salem Ave. Telephone TA. 4192. . . . **Kasco Mills Inc.**, Toledo, has introduced its "Melody Mutts," to televiewers through series of one-minute film commercials produced by **Paul Hance Productions**, New York. The "Melody Mutts," an all-dog aggregation, consist of a seven piece orchestra, a trio and "Snooty" the announcer. **Clark & Rickerd Inc., Detroit**, is the Kasco dog food agency. . . . **Jerry Fairbanks Inc.**, Hollywood, has applied first use of Multicam system in color photography with filming of special TV featurette for **Dodge Div.**, Chrysler Motor Corp. Most releases of film, which will introduce next year's auto models, will be in black-and-white with special color prints to be distributed to stations scheduling color telecasts.

Subscription of two first-in-operation television stations in South America, Tupi Radio in Rio de Janeiro and Union Radio in Havana, to **INS-Telenews** daily TV newsreel service announced by firm INS service now extends to 15 foreign countries.

PRACTICAL VIDEO

Engineers' Guide Issued

PRACTICAL TELEVISION ENGINEERING. By Scott Helt. New York: Murray Hill Books Inc. (subsidiary of Rinehart & Co.) 708 pp. $7.50.

INTRICACIES of television engineering are made easily understandable to the practicing and prospective TV engineer in this authentic working guide written by Scott Helt, Research Division, Allen B. DuMont Labs Inc. and instructor at Columbia U. Equipment, methods and picture transmission phenomena are clearly explained in the book, which also includes some 387 illustrations.

Mr. Helt has served as chief engineer of the DuMont Television Network and also spent 15 years as engineer of numerous AM and FM stations, including WALA Mobile, Ala.; WIRE Indianapolis, Ind.; WLAP Lexington, Ky.; WIS Columbia, S. C.; WABD (TV) New York, and W2XMN (FM) Alpine, N. J. His new book, designed particularly to meet the needs of the TV broadcast engineer, was five years in preparation, according to Mr. Helt. The author also is head instructor in Principles and Practice of Television course at Columbia U.

TV AIDS DEAF

Columnist Writes WSB-TV

TELEVISION is to the deaf what radio is to the blind in making available sports, international and other great events for their enjoyment, according to Morgan Blake, *Atlanta Journal* columnist, in an open letter to John M. Outler Jr., general manager WSB-AM-FM-TV Atlanta.

Mr. Blake pointed out that programs, such as *Charade Parade* over WSB-TV, offer the deaf unusual fare. Quiz programs also open up new vistas for those who cannot hear, the columnist wrote.

However, Mr. Blake continued, the deaf would receive enjoyment "10 times more" if a way could be found to flash a few words of explanation on TV programs—such as questions and answers on quiz programs—to help deaf people's appreciation.

programs promotion premiums

TALENT SHOW ● ● ●

KSTP-TV Minneapolis, amateur show, 6-6:30 p.m. Sat., sponsored by Stokely-Van Camp Inc. (food products); agency, Gardner Adv., St. Louis. Viewers vote for contestants by sending labels from sponsor's products, with each label counting 10 points and post cards counting one. Each week label from special Stokely product will count 25 points. Winner will receive watch as prize and chance to participate in championship contest held every seventh week for grand cash award.

SCHOOL PROGRAMS ● ● ●

WRR Dallas, *The Texas School Of The Air*, series in two volumes "Music Is Yours" and "Your Story Parade" for elementary and junior high grades. First program covers instruments of orchestra and singing voices and is produced and directed by staff members and students of U. of Texas. Second show features dramatized productions of children stories. Script by Wesley Davis, U. Houston. Programs beamed to schoolrooms and auditoriums.

SEVEN-ELEVEN ● ● ●

KNBC San Francisco sending promotion piece to trade. Red and white folder shows two dice on front and is entitled "Where can you roll 7 or 11 every time?" Inside copy points out that San Francisco rates seventh in metropolitan area and 11th in population for a city in 1950 census.

SAFETY PROGRAM ● ● ●

WFIL Philadelphia, *What's News.* In cooperation with school and safety agencies of city, broadcast beamed to classrooms asked students to observe safety and good conduct rules. Appeal made by municipal, law enforcement, school and traffic authorities. Program is classified as required listening in schoolrooms.

EXCLUSIVE BROADCAST ●

WMBG Richmond, Va., broadcast official observance of opening of National Pharmacy Week. Occasion marked opening of 18th century apothecary shop in Williamsburg, Va. Special events staff covered event which was broadcast exclusively in Virginia.

★ ★ ★ ★ ★ ★ ★ ★ ★

ADD MORE RADIOS

ALL stations in Worcester, Mass., Nov. 8, began promoting radio with spots and information given on disc jockey and other chatter programs. Campaign theme is: "Radios . . . Like Windows . . . Should Brighten Every Room in Your Home." Promotion is to run two months with stations promoting outstanding programs, entertainment and informational services offered by radio. It will also point out how inexpensive radio sets are and how helpful radio is.

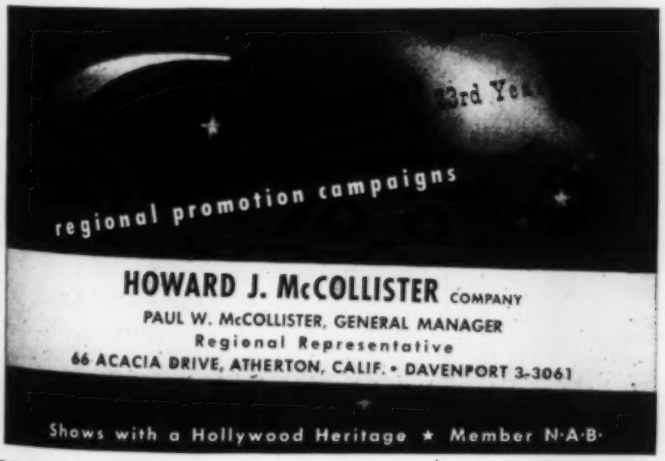
★ ★ ★ ★ ★ ★ ★ ★ ★

HOG AUCTION ● ● ●

WOC-TV Davenport, Iowa, hog auction, one hour weekly. Show originates from livestock pavillion on Mississippi Valley Fairground. Before auction begins, auctioneer gives talk with charts explaining types of hogs that are to be sold along with prices offered by packers. Viewers can see hog and hear prices being offered by bidders. Audience also is offered opportunity to bid by telephone.

BIRTHDAY CAKES ● ● ●

CKVL Verdun, Que., sent birthday cakes with candles to advertisers and agency executives in Montreal and Toronto on station's fourth anniversary. Cakes were shipped by air from Montreal to Toronto, and delivered with lighted candles by telegraph messengers.


regional promotion campaigns
HOWARD J. McCOLLISTER COMPANY
PAUL W. McCOLLISTER, GENERAL MANAGER
Regional Representative
66 ACACIA DRIVE, ATHERTON, CALIF. • DAVENPORT 3-3061
Shows with a Hollywood Heritage ★ Member N·A·B·

TOWN MEETING ● ● ●

WOL Washington, *Jr. Town Meeting of the Air*, started Wed., Nov. 8. Features students from all District of Columbia high schools. Program patterned after *America's Town Meeting of the Air*. Students chosen by speech and debate departments of various schools. Each broadcast will originate from school selected. Dr. Hobart Corning, superintendent of schools for the District, acted as moderator for first program.

LATE SHOW PROMOTION ●

WJW Cleveland sending to trade promotion piece entitled "UP LATE?" Cover in light and dark blue with contrasting lettering. Piece points up six late programs offered on station. Cover is reproduced from series of car cards used in greater Cleveland area. Piece opens in middle displaying large call letter center inside. Copy points to coverage claimed by station and urges advertisers to use these shows to sell late audience.

MAILING PIECE ● ● ●

WEAM Arlington, Va., sending mail piece to advertisers and agencies. On front black letters against white background declare: "$1,000 If You Know This Man!" with arrow pointing to inside. Inside is reprint of STRICTLY BUSINESS column [BROADCASTING, Aug. 21], featuring Don Cooke, of Donald Cooke Inc. Copy adds that first new client to WEAM to call Don Cooke will be given $1,000 in radio time.

'TRUTH FOR TODAY' ● ● ●

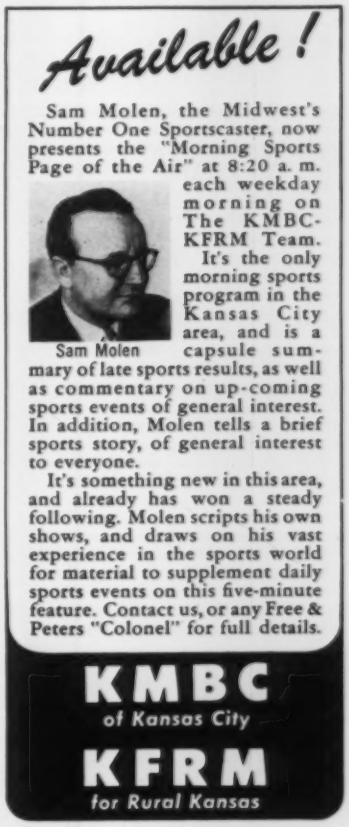
WMBI Chicago, *Truth for Today*, Sun. 3-4 p.m., sponsored by Moody Bible Institute, Chicago. Dr. William Culbertson, WMBI president, regular weekly featured speaker. Special music and hymns are presented by Institute along with mixed choral groups formed of students and radio personnel. Guests include special instrumental and vocal groups.

COVER GIRL ON WGH ● ●

WGH Newport News, Va., capitalized on appearance of local Norfolk girl on cover of current *Ladies' Home Journal*. With almost perfect timing, Pat Leech, the cover girl, was interviewed on *Conversation Time* by Mildred Alexander, WGH women's director, just as magazines were hitting newsstands. Both program and appearance of magazine were given advance publicity by newspapers and by station. The *Journal* placed spots on station which were aired following interview.

EASTERN OFFICE ● ● ●

ANDREW Corp., Chicago, sending trade promotion piece announcing opening of Eastern District office at 18A Georgian Court, Bergenfield, N. J. Piece features picture of District Manager Karl Sterne along with some background material about him.


Available!
Sam Molen, the Midwest's Number One Sportscaster, now presents the "Morning Sports Page of the Air" at 8:20 a. m. each weekday morning on The KMBC-KFRM Team.
It's the only morning sports program in the Kansas City area, and is a capsule summary of late sports results, as well as commentary on up-coming sports events of general interest. In addition, Molen tells a brief sports story, of general interest to everyone.
It's something new in this area, and already has won a steady following. Molen scripts his own shows, and draws on his vast experience in the sports world for material to supplement daily sports events on this five-minute feature. Contact us, or any Free & Peters "Colonel" for full details.
Sam Molen
KMBC
of Kansas City
KFRM
for Rural Kansas

November 2 Applications . . .

ACCEPTED FOR FILING

License for CP

KCON Conway, Ark.—License for CP new AM station.

License Renewal

Request for license renewal AM station: KCHE El Reno, Okla.; WBBL Richmond, Va.

Modification of CP

KCHC El Paso, Tex.—Mod. CP AM station for extension of completion date.

License for CP

KTIS-FM Minneapolis, Minn.—License for CP new FM station.

License for CP new commercial TV station: KFI-TV Los Angeles; WGN-TV Chicago.

November 3 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Paul A. Walker

WKXY Sarasota, Fla.—Granted dismissal without prejudice of application.

FCC General Counsel—Granted extension of time to Nov. 15, in which to file reply to petition of KMA Shenandoah, Ia., to dismiss application of KIOA Des Moines, Ia.

By Examiner James D. Cunningham

G. A. Richards, Transferor, and Harry J. Klinger, et al, Transferees—Ordered that further hearing in Dockets 9402 et al (For consent to transfer of control of KMPC Los Angeles, WJR Detroit, WGAR Cleveland, and for renewals of licenses of same) be continued from Nov. 9, to Nov. 21 Detroit, Mich.

By Examiner Jack P. Blume

WKNX Saginaw, Mich.; WKMH Jackson, Mich.—Granted petitions to reopen record in proceeding re applications for the purpose of permitting applicants to offer current information as to their financial conditions. Further hearing to be held 11-6-50 in Wash., D. C.

By Examiner Fanney N. Litvin

The Toledo Blade Co., Toledo, Ohio—Granted motion to amend application so as to reduce maximum expected operating values for nighttime operation in direction of CFOS Owen Sound, Ont., Canada.

By Examiner Elizabeth C. Smith

WICH Norwich, Conn.—Granted leave to amend application so as to clarify and supplement engineering data upon which pending petition to sever and grant rests.

November 6 Applications . .

ACCEPTED FOR FILING

License for CP

License to cover CP new AM station: KOBK Owatonna, Minn.; KSEY Seymour, Tex.

KTRB-FM Modesto Calif. — License for CP new FM station.

Modification of CP

Mod. CP new FM station for extension of completion date: KRON-FM San Francisco; KDFC San Francisco; KSCJ-FM Sioux City, Ia.; WRCM New Orleans; WROW-FM Albany, N. Y.; WEPM-FM Martinsburg, W. Va.; WCAR Pontiac, Mich.; WINR Binghampton, N. Y.

WDLP
Panama City, Fla. USES
Magnecorder
Used By More Radio Stations Than All Other Professional Tape Recorders

PT6-JA
Greatest professional recording value on the market! Portable high fidelity recorder and amplifier—as low as $499.50
WRITE Magnecord INC.
360 N. Michigan Ave.
Chicago 1, Ill.

FCC actions

NOVEMBER 3 TO NOVEMBER 9

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

KUGN-FM Eugene, Ore.—Mod. CP FM station to change ERP to 0.390 kw, ant. to 57 ft.

License Renewal

WSVS-FM Crewe, Va.—Request for license renewal FM station.

KSDS San Diego, Calif.—Mod. CP noncommercial educational FM station to change ERP to 0.380 kw.

WLWD (TV) Dayton, Ohio—Mod. CP new commercial TV station for extension of completion date to 6-4-51.

APPLICATION RETURNED

Heart of the Black Hills Station, Rapid City, S. D.—RETURNED Nov. 6 application for new station on 1340 kc 250 w fulltime.

November 7 Decisions . . .

BY THE SECRETARY

WORK York, Pa.—Granted license increase power and install new trans. 1350 kc 5 kw-D 1 kw-N DA-N.

KSUI Iowa City, Ia.—Granted license change in noncommercial educational FM broadcast station; Ch. 219 (91.7 mc) 3 kw.

WABE Atlanta, Ga.—Granted license change in noncommercial educational FM station: Ch. 211 (90.1 mc) 4.8 kw; 300 ft.

Mountcastle Bcstg. Co. Inc., Knoxville, Tenn.—Granted request to cancel license for remote pickup KA-2970.

WROV-FM Roanoke, Va.—Granted license for new FM station; Ch. 279; (103.7 mc) 285 w, minus 5 feet.

WLEE Richmond, Va.—Granted license change frequency, increase power, change hours of operation, install new trans. and DA-2 and change in trans. location and mount FM ant. on #1 tower; 1480 kc 5 kw DA-2, S-WBBL.

KTOE Mankato, Minn.—Granted license new AM station; 1420 kc, 1 kw, DA-N, unl.

WFCB Dunkirk, N. Y.—Granted license new AM station; 1410 kc, 500 w, DA-2, unl.

KCIM Carroll, Ia.—Granted license for new AM station; 1380 kc, 1 kw, DA-2, unl.

San Antonio Television Co. Area, San Antonio, Tex.—Granted CP for new experimental TV relay; KA-7896.

WAAM Inc Area, Baltimore, Md. — Granted license for new experimental TV relay; KA-7258.

Caprock Bcstg. Co., Lubbock, Tex.—Granted license for new remote pickups; KKB-979, KA-5729.

WLAG-FM LaGrange, Ga.—Granted license new FM station; Ch. 281; (104.1 mc); 1.3 kw; 120 ft.

WEOL-FM Elyria, Ohio—Granted license for new FM station; Ch. 297; (107.3 mc); 15 kw; 290 ft.

Mid-Hudson Bcstrs. Inc., Poughkeepsie, N. Y.—Granted license for new remote pickups, KA-6132-3.

Iowa State College of Agriculture and Mechanic Arts, Ames, Ia.—Granted CPs and licenses for new experimental TV stations KAD-35, KA-7885.

WJBK-TV aux. Detroit—Granted CP to install aux. trans. at main trans. site of WJBK-TV, ERP vis. 1.48 kw and aur. 0.83 kw.

Allen B. DuMont Labs Inc., New York—Granted CP to change KE2XDR from temporary frequency assignment of 520-540 mc. to 700-720 mc. or such frequencies as may be assigned by Commission's Chief Engineer; ERP vis. & aur. 5 kw; change trans. location; condition.

Nebraska Rural Radio Assn., Lexington, Neb.—Granted CP new AM STL KAC-89 station; 925.5 mc; 5 w; F3 emission, to be used with KRVN Lexington, Nebr.

WGBR Freeport, N. Y.—Granted CP to install new trans.

WLIL-FM Lenoir City, Tenn.—Granted mod. CP to change type trans.

WAJC Indianapolis, Ind.—Granted mod. CP to change ERP from 820 w. to 700 w. and make changes in ant.

KXEL-FM Waterloo, Ia. — Granted mod. CP for extension of completion date to 2-22-51.

WSYR-FM Syracuse, N. Y.—Granted mod. CP for extension of completion date to 12-1-50.

KAHU Waipahu, Oahu, Hawaii—Granted license for new AM station; 920 kc, 1 kw unl.

WHPM Smithfield, N. C.—Granted license new AM station; 1270 kc, 1 kw, D.

WEPM Martinsburg, W. Va.—Granted license install new vertical ant. and FM ant. mounted on top.

WABI Bangor, Me.—Granted license change in automatic frequency control equipment.

KAFY Bakersfield, Calif.—Granted license change in frequency, increase power, install new trans. and DA-DN and change trans. and studio locations; conditions. 550 kw, 1 kw DA-1, unl.

WADE Wadesboro, N. C.—Granted request for voluntary assignment of license to Robert Phillip Lyon and Risden A. Lyon d/b as R. P. Lyon and Son.

WLWB Dayton, Ohio—Granted mod. license to change studio location.

WBOK New Orleans, La.—Granted request for voluntary assignment of CP to WBOK Inc.

KTEC Oretech, Ore.—Granted CP to replace CP which authorized new noncommercial educational station which expired 9-4-50.

WSUN City of St. Petersburg, Florida, St. Petersburg, Florida—Granted mod. CP to change type of trans. and remove the FM ant. from top of AM northwest tower; conditions.

Following granted mod. CPs for extension of completion dates as shown: WSM-TV Nashville, Tenn. to 5-6-51; WOC-TV Davenport, Ia. to 1-1-51; WGTR Paxton, Mass. to 12-1-50; WMBD Peoria, Ill. to 1-15-51.

Granted following renewal of licenses of remote pickups on a regular basis: KA-5548 Peoria Bcst. Co., Peoria, Ill.; KA-7025 Griffith-Buenning Bcstg. Co., Atchison, Kans.; KA-2312, Calcasieu Bcstg Co., Lake Charles, La.; KA-[illegible] KA-5230; KQA-829, Summit Radio Corp., Akron, Ohio; KA-3472, Radiohio Inc., Columbus, Ohio; KGB-402, KA-7117, [illegible] WHP Inc., Harrisburg, Pa.; KA-[illegible] Portorican Amer. Bcstg. Co Inc., Ponce, Puerto Rico; KA-4776 Textile Bcstg. Co., Greenville, S. C.; KA-5744 Union Carolina Bcstg. Co., Union, S. C.; KA-2768; 2767; 2766, Black Hills Bcstg. Co., of Rapid City, Rapid City, S. D.; KA-4139 Brownsville Bcstg. Co., Brownsville, Tex.; KA-3821 Oil Center Bcstg. Co., Odessa, Tex.; KA-3361, 3857, 3858, 3859, 3860, KKB-980, Frontier Bcstg. Co., Waco, Tex.; KA-3889, 3888 Interstate Bcstg. Corp., Ogden, Utah; KA-2481, KAA-632, Grand Forks Herald Inc., Grand Forks, N. D.

Granted renewal of licenses on regular basis, subject to change in frequency which may result from proceeding in Docket 6651: KA-7875 (formerly WAIN), Peoria Bcstg. Co., Peoria, Illinois; KA-7876 (formerly WATB), Indianapolis Bcstg. Inc., Indianapolis, Ind.; KA-4546 E. E. Kretsbach, Sidney, Mont.; KA-7877, (formerly WTVT), The Fort Industry Co., Toledo, Ohio; KA-7878 (formerly WHPA), KA-7879 (formerly WEND), WHP Inc., Harrisburg, Pa.; KKA-[illegible] KA-3540, Brownsville Bcstg. Co., Brownsville, Tex.; KA-7880 (formerly KREJ), Redwood Bcstg. Co., Eureka, Calif.; KA-7881 (formerly KABH), Radio Station KTES, Inc., Shreveport, La.

Granted following renewal of licenses of remote pickup on regular basis: KA-2989, Mosby's Inc., Missoula, Mont.; KA-5646, Commonwealth Bcstg. Corp., Norfolk, Va.

Extended following licenses of remote pickups on temporary basis to March 1, 1951: KA-6974 Nueces Bcstg. Co., Corpus Christi, Tex.; KA-3891, Turlock Bcstg. Corp., Turlock, Calif.

Extended following licenses on temporary basis to March 1, 1951, subject to change in frequency which may result from proceedings in Docket 6651: KA-2130, Modern Bcstg. Co. of Baton Rouge Inc., Baton Rouge, La.; KA-2244, Lou Poller, Chester, Pa.; KA-3596, McKinney Air Enterprises Inc., McKinney, Tex.; KKA-861, McKinney Air Enterprises Inc., McKinney, Tex.

Community Bcstg. Co., Corpus Christi, Tex.—Granted license for new remote pickup KA-7264.

Hilliard Co., Scottsbluff, Neb.—Granted license for new remote pickup KAB-730.

Tacoma School District No. 10, Tacoma, Wash.—Granted license for new remote pickup KA-5887.

Cornbelt Bcstg. Corp., Lincoln, Neb.—Granted license for new remote pickup KA-7474.

Cleveland Bcstg. Inc., Cleveland, Ohio—Granted license for new remote pickups KQB-620, KA-7280.

Land O'Lakes Bcstg. Corp., Cambridge, Ohio—Granted license new remote pickup KA-7279.

The Altus Bcstg. Co., Altus, Okla.—Granted license for new remote pickup KA-5777.

WKBZ-FM Muskegon, Mich.—Granted license change FM station; (98.9 mc) Ch. 255, 4.7 kw, 230 ft.

KSIL Silver City, N. M. — Granted license install new trans.

WGNC Gastonia, N. C.—Granted license install new trans.

WSOY Decatur, Ill.—Granted license install new trans.

Southern Idaho Bcstg. and Television Co., Twin Falls, Ida.—Granted mod. license to change emission of remote pickup KA-3499. F3 to A3 and change equipment.

Lake Bcstg. Co. Inc., Gary, Ind. — Granted CP new remote pickup KSB-678.

WJRI Lenoir, N. C.—Granted CP to install new trans.

WSUN St. Petersburg, Fla.—Granted CP to install aux. trans. near west end of Sandy Bridge, near St. Petersburg, to be operated on 620 kc 1 kw, unl. DA-N; conditions.

WCFC Beckley, W. Va.—Granted mod. CP to change type trans.

KOKX Keokuk, Ia.—Granted mod. CP to change type of trans.; conditions.

KLIX Twin Falls, Ida.—Granted mod. CP to change type trans.; conditions.

Following granted mod. CPs for extension of completion dates as shown: KOB-TV Albuquerque, N. M. to 1-1-51; KO2XRB Detroit to 5-3-51; WIVI St. Croix, Virgin Islands to 2-13-51 condition; WVOW Logan, West Virginia to 5-1-51.

(Continued on page 84)

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
"A reliable service for over 18 years"
For immediate service phone
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

GIVES YOU TWICE AS MUCH POWER GAIN PER DOLLAR!
New Andrew Multi-V FM Antenna
Andrew CORPORATION 363 E. 75th St. CHICAGO 19 ILLINOIS

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
Member AFCCE

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
Member AFCCE

A 43-year background
—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Laboratories Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCCE

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
1728 Wood St. 4742 W. Ruffner
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-8721
ARLINGTON, TEXAS

A. R. Bitter
CONSULTING RADIO ENGINEER
4125 Monroe Street
TOLEDO 13, OHIO
Telephone—Kingswood 7631

SILLIMAN & BARCLAY
1011 New Hampshire Ave. RE. 6646
Washington, D. C.
2915 Red River 2-5055
Austin, Texas

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1230 Washington 6, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
1 Le Fevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

Member AFCCE

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

General manager for successful 5 kw outlet located in small town. Fine opportunity for man with good background and references. Send full details, picture first letter. Box 929G, BROADCASTING.

Capable manager to organize productive sales force, immediately, large upstate New York major market station. Write full qualifications. Box 936G, BROADCASTING.

Wanted: Manager for new daytime, one kc station in excellent market. Must be strong in sales and able to furnish A-1 references regarding both character and ability. Salary arrangements will be attractive to top man. Job also available for complete staff. Give complete information in first letter. Call or write Mr. J. R. Minton, Pyramid Radio Broadcasting & Television Co., Inc., West Frankfort, Illinois.

Salesmen

Guarantee $100 per week and 15 percent commission over guarantee. Midwest NBC regional in market over 150,000. Send full details. Box 887G, BROADCASTING.

Experienced. For young aggressive New England independent. Single station, good market. Liberal draw against 15%. Box 977G, BROADCASTING.

Salesman for new 5000 watt fulltime station. Excellent opportunity for thoroughly experienced time salesman to build his own future in booming community. Population almost doubled in last ten years. Now crowding 50,000. Will pay salary plus commission or straight commission with good drawing account. Ready to start about 4 weeks. Write Allan Curnutt, General Manager, KOOK, Billings, Montana.

Salesman to work territory. $250 month guarantee against 15%. WGVM, Greenville, Mississippi.

WRAC, Racine, Wisconsin's second largest market, needs one good salesman. $50 draw against 20% commission. Contact Herschell Lewis.

Announcers

Deep south 5000 watt NBC affiliate in excellent market has an opening for an experienced staff announcer with opportunities for talent. Send all details, including disc, photograph, references and minimum salary requirements, with initial inquiry. Box 942G, BROADCASTING.

Good opportunity in metropolitan Michigan market for sparkling "man on street" announcer. Send disc of this type show, resume and salary expected to Box 965G, BROADCASTING.

Announcer wanted by Pennsylvania network affiliate. Permanent position. Good pay for capable, experienced DJ. Some news. Send disc or tape and details to Box 970G, BROADCASTING.

Wanted: Three combination announcer-engineers with first class ticket, one as chief engineer. Write, giving full information in first letter, to Jack Haddock, Manager, Station KBYR, Anchorage, Alaska. (Box 1960.)

Topflight staff announcer with stable background wanted by 50,000 watt CBS station. Applicants must send complete audition covering entire repertoire and letter giving complete radio experience. Personal data and reference to KWKH, Shreveport, La.

Immediate opening for all-round announcer. Must be experienced on news and disc shows. Good opportunity for the right man at Springfield, Illinois, largest radio station. Contact WMAY, Reisch Building.

Help Wanted (Cont'd)

Staff announcer, good commercial man, permanent position, future for reliable, experienced person. Send disc, photo, details. WPIC, WPIC-FM, Sharon, Pa.

Combination man wanted. Excellent pay offered for announcer with reasonably good voice and first phone license. Send disc, or telephone Manager, WUSN, Charleston, S. C.

Technical

Wanted, first phone man immediately. Combination job includes announcing. Start $55 per week for 48 hours. Car required, southwest. Box 968G, BROADCASTING.

Wanted, experienced chief engineer and announcer. Car necessary. Announcing shift plus maintenance. Southwest, fulltime, 250 watt station. Gates equipment. Growing station. Start $255.00 month, 48 hour week. State complete background first letter. Picture and disc. Box 969G, BROADCASTING.

Opening available in middlewest station for engineer with license and control room experience. Must be good audio production man. Exceptional opportunity for right man to grow into combination AM-TV operation. State salary, experience, send photo first letter. Reply Box 976G, BROADCASTING.

Wanted, Combination engineer - announcer with first phone. Experience not necessary if good voice. Prefer man from southwest with station that is progressive and good working conditions. Salary attractive. Contact Manager, KEYE, Perryton, Texas.

Engineer with announcing capabilities. Not necessarily experienced. Needed immediately by CBS affiliate, contact Jim Duncan at KSIL, Silver City, New Mexico.

Wanted: Transmitter engineer, 1 kw daytime station. Car necessary. Advise salary expected first letter. WDBL, Springfield, Tennessee.

Opening for engineer-announcer with first phone ticket. Progressive 1000 watt station, excellent working conditions, good salary, exceptional opportunity. Contact Station WJAT, Swainsboro, Georgia.

Immediate opening for transmitter engineer with first class license. Some remotes and maintenance. Permanent position. WNEX, Macon, Georgia.

Production-Programming, others

Sharp traffic manager desired by dual network affiliation 5 kw operation. Experience necessary to keep completely straight a rather complicated traffic department in midwest location. Box 930G, BROADCASTING.

Situations Wanted

Managerial

Manager over 18 years experience net and independent stations. Box 560G, BROADCASTING.

Manager, extensive independent and network experience, young, college graduate, now heading 1 kw net affiliate; unexcelled record; background and record will stand closest scrutiny, highest industry references. Heavy on sales and low cost operation. Solid, radio business man. Excellent record of employee and public relations. Seeking challenging market. Box 828G, BROADCASTING.

Management opportunity. Know radio, no bull. Experience continuous four states since '37. Program director 3 stations. Hold license. Age 33, 2 children. Draft status favorable. Minimum $5,000 year. Box 876G, BROADCASTING.

Situations Wanted (Cont'd)

Nine years all phases will assure production with profit. Present employer knows of this advertisement. Box 933G, BROADCASTING.

Manager, 9 years local and network experience in all phases of operation. Box 938G, BROADCASTING.

Successful, experienced manager, age 34, with eleven years all-round experience, desires change. Presently general manager of 250 watt Mutual affiliate in market of 100,000. Will go to any part of country. This is opportunity to get a competent, dependable man who can assume full responsibility. Excellent references. Box 940G, BROADCASTING.

Commercial manager who gets results. Employed but desire change. Ten years radio, twenty years advertising. Married, over draft age. Prefer average town, Carolinas or Virginia. Box 944G, BROADCASTING.

Well known California radio executive with 12 years experience desires change. Past three years manager successful AM station. Available on reasonable notice for management, production or sales executive position in AM, TV or allied fields. California only. Best references. Box 956G, BROADCASTING.

Manager. You can hire sales manager on percentage basis, no draw, no salary. Family, includes 3 competent salesmen, programming, etc., included if necessary. No announcers or technicians. Will take over your problems, but make it fair, please. Stanley Holmes, 719 Colorado, Louisville, Ky.

Salesmen

Experienced salesman desires larger market and opportunity to increase earnings. Married. Will move anywhere that provides possibilities. Please state all in first letter. Box 937G, BROADCASTING.

Salesman, program director, announcer, write copy. Six years radio all departments except engineering. $75 minimum, married, permanent. Box 948G, BROADCASTING.

Salesman, some radio selling experience. Teaching background. Salary and commission. Box 964G, BROADCASTING.

Announcers

Basketball, play-by-play. One of nation's best. $150 weekly. Box 755G, BROADCASTING.

Draft exempt vet, have experience on small Chicago AM-FM, some TV. Strong, friendly voice. DJ, news, commercials, know board. Will travel. Tape and photo on request. Box 762G, BROADCASTING.

Announcer 3½ years. Married, 27, veteran. Experienced: sports, news, DJ. Prefer sports. Upper midwest. Appreciate shot at station over ¼ kw. Indie or net affiliate. Box 799G, BROADCASTING.

Sportscaster. Four selling years play-by-play football, basketball, hockey, baseball. Can permanently help sports minded station midwest or east. Box 860G, BROADCASTING.

Announcer, single, 27, veteran. College and law degrees. Two years radio experience. Salary secondary. Will reply with discs, information to all inquiries. Box 865G, BROADCASTING.

Sports announcer with ticket. Presently employed sports, special events and program director small indie. Seeking stable station with organized baseball and/or heavy sports programming. West coast only. Solid references. Details etc. in letter. Box 867G, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, veteran, single, 28. Excellent background. Radio school and commercial experience. Can handle any type program, operate console. Box 883G, BROADCASTING.

Top sportscaster. Five years commercial experience in play-by-play all sports. Excellent in basketball and baseball. Former station sports director. Best of references. Box 922G, BROADCASTING.

Experienced announcer - copywriter, presently working in that capacity. Single, veteran, desire position in New England. Will accept straight copy writing, announcing, or both. All offers considered. Disc and resume available. Box 928G, BROADCASTING.

Announcer, 1st phone ticket, 26, two years experience. University graduate. Draft exempt. Will travel. Full details and disc. Box 932G, BROADCASTING.

Announcer-engineer, 14 months commercial broadcasting experience. First phone. Married. Draft exempt. Presently employed as station manager. Hard worker. Prefer combination work in Virginia. Reference. Sixty dollars weekly minimum. Questions answered. Write Box 935G, BROADCASTING.

Basketball, football, baseball, play-by-play news, special events, 8 years experience west coast. Presently employed, desire change. For more complete sports schedule, air check, tapes available. Box 941G, BROADCASTING.

Available December 1st. Sport announcer, experienced. Looking for job with station that has year round sports coverage. Experienced in all phases of play-by-play. Looking for hard work not a soft touch. Enclose salary. Disc, tape and complete details available. Box 943G, BROADCASTING.

Experienced announcer. Four years staff and special events, some sports. Age 24, married, draft exempt. Presently employed. Box 945G, BROADCASTING.

Experienced announcer, employed, desire better opportunity. Straight shifts, news, DJ, remotes, basketball and baseball. All replies answered immediately. Box 946G, BROADCASTING.

Announcer, DJ. Mature, friendly style, authoritative news. 3 years program director. Box 951G, BROADCASTING.

Combination announcer-engineer. Veteran, 26, single. Total experience, 2 years plus with indie and present network affiliate. Desire permanent position with progressive station. Dependable, conscientious, willing to work. Tape, photo on request. Box 953G, BROADCASTING.

Announcer, top morning and afternoon audience. Sells products, married Marine veteran. News, straight announcing, 3 years radio, driving south from Michigan in two weeks, interview en route. Married, 27. References. Box 957G, BROADCASTING.

Announcer, all night DJ, top newsman, draft exempt, veteran, 3 years experience, a good salary will give you good production, references. Box 960G, BROADCASTING.

Announcer, 3 years experience, references, sober, neat, reliable, draft exempt veteran, married. Box 958G, BROADCASTING.

Announcer, newsman, DJ, ad lib and special events, draft exempt, 3 years experience. Usual notice. Box 961G, BROADCASTING.

Announcer, news, heavy DJ. Experience, 3 years staff announcing, veteran, married. References. Box 959G, BROADCASTING.

Announcer, top news and disc man. 3 years experience, 24, single. Draft exempt, ad lib and special events my specialty. Show business background. Good all night disc jockey. Top references. Box 962G, BROADCASTING.

Staff announcer, 24 years old, 2 college degrees, extensive training, news casting at Radio City. Pleasing voice. Can write. Veteran. Will travel. Disc available. Box 966G, BROADCASTING.

Announcer-newscaster, 3 years experience with networks and independents. Draft exempt, 24, single. References, usual notice. Box 963G, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, writer. Veteran, not in reserves. Excellent news style, have done editing. Thorough knowledge of jazz and popular music. Have program ideas that are certain pull. Have done radio writing. College background, looking for hard work, but with a future. Box 967G, BROADCASTING.

Double dealing? So are we. Two trained, experienced announcers, with a modern radio approach. Employed this past year and half with 1 kw station, one as chief announcer, now seeking larger market of at least 100,000. Deep resonant voices. Music? From Gillespie to Gounoud! Authoritative news delivery, all phases of programming. Married vets. A-1 references, taped audition. A double deal for any staff! Box 971G, BROADCASTING.

Combination man, strong on sports, play-by-play, fully experienced, hold first class license. Box 972G, BROADCASTING.

Announcer: Thoroughly trained in all phases of radio including the operation of the console. Sales, DJ, news, sports. Draft exempt, travel anywhere. Box 975G, BROADCASTING.

Two and half years experience all departments. Announcer to program director. Box 980G, BROADCASTING.

Announcer-DJ, 31. Seven years experience. Three and half years with Illinois regional. Now with southern outlet. Prefer morning, late night, all night DJ stint. Copy, sales, music librarian, traffic PD experience. Music conscious outlet desired. Make offer. Box 981G, BROADCASTING.

Top sportscaster-announcer. Play-by-play all sports. Excellent references. Employed. Available immediately for top basketball coverage. 2053 Palm Court, Riverside, Calif.

Announcers, writers, all board trained and capable. Pathfinder School of Radio, Kansas City, Mo. Phone Harrison 0473.

Announcer-engineer: 2½ years experience, 1 year as program director. College graduate. Married, 2 children, age 30. Have car. Available immediately. Prefer middlewest or Florida. Best references. Acton Tillery, Shamrock, Texas. Phone 679-W.

Technical

18 years 1st telegraph, 1st phone license, last five years 1 kw broadcast, looking for something better, anywhere U. S. Box 702G, BROADCASTING.

Engineer, experience includes 5 years consulting engineering, highly skilled in directional antenna design and performance. Previous experience includes several years as chief engineer. Draft exempt. Box 813G, BROADCASTING.

First phone, married, vet, low draft status, presently on one kw. Desires progressive organization with opportunity to learn, earn. Prefer northeast. Box 840G, BROADCASTING.

Chief engineer, 17 years experience, seeks change to progressive station. Salary secondary to opportunity. Best references. Box 842G, BROADCASTING.

Chief engineer, experienced all phases broadcasting, construction. Have made two installations. Permanent position established station. Best references. Family age 28. Box 870G, BROADCASTING.

Engineer, five years experience operation and maintenance of transmitter and studio equipment. Want permanent position. Excellent references. Married, one child. Box 871G, BROADCASTING.

First phone, age 22, single, have car. Draft exempt under present laws. Army training in high power equipment. Enrolled in CREI broadcast course, 6 months experience. Free to travel. Available immediately. Box 880G, BROADCASTING.

Engineer, 2½ years broadcast experience, graduate leading radio school, presently employed. Box 882G, BROADCASTING.

Engineer, first phone, experienced, FM transmitter and control, have car. Box 905G, BROADCASTING.

Experienced engineer. Constructed and working for 1000 watter. Remotes and maintenance. Box 922G, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, 3 years experience. Ham over 15 years, wants permanent position. No combo. Available immediately. Box 934G, BROADCASTING.

Married, vet, eighteen months experience transmitter, control room, remotes, recordings. Draft exempt. Prefer New England, New Jersey, New York. Box 947G, BROADCASTING.

Engineer now employed; six years experience in installation, maintenance and operation of AM, FM and TV studio and transmitter equipment. Want permanent position with progressive station. Sober; excellent references. Box 950G, BROADCASTING.

Engineer. Experienced studio, phasing and directional equipment, maintenance and remotes. Box 952G, BROADCASTING.

Chief engineer desires position with progressive station. Long experience in all phases of broadcast engineering includes multi-element directionals. Ready for TV. Draft proof. References? The best. Box 954G, BROADCASTING.

Engineer, phone first, complete offer first contact. Box 974G, BROADCASTING.

First class phone license, will accept job anywhere. Belmont Peters, 173 Raymond, Staten Island 10, N. Y.

Production-Programming, others

Announcer-program director. Seek larger outlet with room for advancement. Now employed local N. Y. area station. B.F.A. Married. All inquiries answered. Box 920G, BROADCASTING.

Program director, announcer. Youthful, married, draft exempt. 3½ years successful announcer. Box 921G, BROADCASTING.

Looking for someone with unqualified recommendation of employers? I've got it, but am as high as can go present position. Experienced complete station operation except engineering. Little announcing, but do have most popular hillbilly show in area. Looking for permanent job with future. Minimum $70. Married. College graduate. Prefer southeast. Let me tell you my story. Box 924G, BROADCASTING.

Program director, available soon. Let's talk about the future. Good production and ideas. Good background. Married. State salary offered. Box 927G, BROADCASTING.

Program director, capable, versatile, responsible. Background includes extensive special events work. Excellent record of employment past 9 years. Box 939G, BROADCASTING.

Program director, salesman, announcer, write copy. Six years radio all departments except engineering. $75 minimum, married, permanent. Box 949G, BROADCASTING.

Newsman. Mature, experienced, fully qualified in all phases. Own minitape. Box 955G, BROADCASTING.

Television

Managerial

Television executive, experienced in designing, building, staffing and making stations run. Box 973G, BROADCASTING • *TELECASTING.*

For Sale

Stations

Will sell a number of shares in independent producing station. Located in small city in the Gulf states area. Can furnish financial statement to worthwhile interested parties. Write Box 978G, BROADCASTING.

Equipment, etc.

For sale, 5 kw composite AM transmitter, Doherty circuit, originally Western Electric linear, operating, available January 1. Two 343A, two 212E, four 321A tubes new. Best offer. Box 760G, BROADCASTING.

Wincharger tower, 280 feet, heavy type 300, guyed. For price and details contact KSTT, Davenport, Iowa.

For sale; one G.E. dual channel console, excellent condition, contact KTRN, Wichita Falls, Texas.

For Sale (Cont'd)

Composite tower, 4-leg cross membered square 205' guyed. Less insulators, $500. Available immediately. WFTC, Kinston, N. C.

For Sale—Truscon tower (172 feet, lighted); Western Electric transmitter; sundry 1,000 W parts; available because we've increased power. Jim Healey, WOKO, Albany, N. Y.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

For sale—One kw RCA transmitter 833A finals and modulators. John Pomeroy, c/o WILS, Lansing, Michigan.

Wanted to Buy

Stations

Wanted, independent or network station. Located anywhere in eastern half of United States. Arkansas dividing line. All information will be held in strict confidence. Willing to pay up to three years earning power over past years. Box 926G, BROADCASTING.

Equipment, etc.

FM frequency modulation monitor. Box 979G, BROADCASTING.

One insulated self supporting tower approximately 150 feet. Address Manager, WDLP, Panama City, Florida.

Wanted to buy. Two used remote line amplifiers. Five microphones. WOPA, Oak Park, Illinois.

Used RCA 76 or Western Electric 23 or 25 console. Two turntables. Urgent. Speech-Radio Dept., School of Religion, Butler University, Indianapolis.

Situations Wanted

Announcers

NEWSCASTER—2½ years experience, currently employed 5000 watt CBS affiliate, desires betterment. Journalism university graduate. 27, single, draft exempt. Box 925G, BROADCASTING.

Technical

TECHNICAL DIRECTOR
Available

Electrical engineer, presently employed as technical director NY metropolitan area AM operation, seeks new connection with combined AM-TV or AM operation planning the addition of TV. Outstanding record of performance over a period of years, both in AM and TV plant operation. Will relocate. Box 931G, BROADCASTING.

Miscellaneous

NOW! CUSTOM JINGLES! Proven sales results at a cost you can afford. Created by Berg—composer of some of America's most famous jingles and top hit songs. Need we say more? **RICHARD STROUT PRODUCTIONS, BOX 2261, Hollywood 28, Calif.**

Donates Transmitter

COMPLETE TV transmitter unit has been donated by the Capehart-Farnsworth Corp. to Indiana Technical College, Fort Wayne, Fred D. Wilson, Capehart's president, announced last week. The college's president, A. T. Keene, said the equipment would be operated with an experimental signal in the school only for use in educational and training purposes. Mr. Keene added that the transmitter will enable the school to equip a greater number of students to enter TV engineering, manufacturing, broadcasting and servicing.

SPEAKER Frank White (center), MBS president, takes time out at the Boston Radio Executives Club luncheon Nov. 1 in the Hotel Touraine, Boston, to get the station viewpoint. Flanking him are Harold E. Fellows (l), WEEI Boston general manager and club president, and Linus Travers, vice president and general manager, Yankee Network Inc. Mr. White reviewed network and independent station operations.

International First

INTERNATIONAL television "first" is reported from abroad where a 1 hour and 50 minute program was telecast from Calais in France to London, a distance of about 95 miles. The event, occurring exactly a century after the first submarine cable was laid across the channel, was marked with exchange of greetings from the Mayor of Calais to the Mayor of Dover. It is estimated some half-million televiewers in London watched the historic program. Transmitted from a tower in the Calais town hall, signals were received in Dover and microwaved another 20 miles where a VHF link carried the waves 18 miles further to a London location and thence to Alexandra Palace in the English capital.

Seminar Talks Held

FIRST Annual Regional Television Seminar will be held in Baltimore in mid-February, it was decided by the group's Steering Committee. Seminar is sponsored by WAAM (TV) Baltimore in cooperation with the U. S. Office of Education, Johns Hopkins U., American U. and Temple U. The first seminar will cover "Career Opportunities in Television." Speaker, well known to the industry, is to be selected.

Crosley Grant

EXPERIMENTAL UHF television station on 529-535 mc was granted by FCC Nov. 3 under special temporary authority to Crosley Broadcasting Corp. for the purpose of testing UHF receiving equipment. To be located at the transmitter site of WLWT (TV) Cincinnati, the UHF station will use 100 w visual and 50 w aural power. Only test pattern or monoscope pictures may be aired.

XUM

THIS group of WNAX Yankton officials, representatives of the Katz Agency, and entertainers at the station's Farmstead Improvement Program performance includes (l to r): Bill Dix, Katz, New York; Robert R. Tincher, vice president and general manager, WNAX; Sam Cowling, ABC *Breakfast Club*; Don D. Sullivan, WNAX commercial manager; Fran Allison ("Aunt Fanny"), *Breakfast Club*; Gene Emerald, m.c.; Bill Joyce, Katz, Chicago; Patsy Lee, *Breakfast Club*; Tom Flanagan and Gene Gray, Katz, Kansas City; Eddie Ballantine and Johnny Desmond, *Breakfast Club*.

FARMSTEAD IMPROVEMENT

WNAX Three-Year Project Has Gala Climax

CLIMAX of WNAX Yankton's three-year Farmstead Improvement Program, most ambitious public service promotion in the station's history of nearly a quarter of a century, drew a capacity crowd of 6,000 to the Sioux City Municipal Auditorium Saturday night, Oct. 28. Hundreds were turned away from the hall.

During a widely advertised Midwest Farmer Day, WNAX staged three events in Sioux City, which it claims as a primary listening area and where it maintains studios.

In the afternoon, an estimated 2,000 farmers and their families, from five states, were guests at a two-hour show at the Municipal Auditorium, featuring the WNAX *Missouri Valley Barn Dance*, which has had a high program rating in the region for many years.

In the evening, a banquet for winners in the Farmstead Improvement competition was held at the Warrior Hotel, with Robert R. Tincher, vice president and general manager of WNAX, as toastmaster. Several national legislators, and officials of five states and of Sioux City were at the head table.

At night, the windup event was highlighted by the award of farm and home utility prizes worth $10,000 to this year's state winners in the Farmstead contest, as well as to two-year and three-year over-all regional winners. The program was embellished with entertainment by ABC's *Breakfast Club* performers — Patsy Lee, Johnny Desmond, Aunt Fanny (Fran Allison), Sam Cowling, and Eddie Ballantine — plus a brief recital by the two-time national champion Sioux Falls American Legion Chorus.

The WNAX Farmstead Improvement contest, conducted annually since the summer of 1947 in cooperation with the Agricultural Extension Services of North and South Dakota, Nebraska, Iowa, and Minnesota, drew entries from 1,691 farm families in 243 counties of the five states. The program was designed by WNAX to raise the standard of farm living in the midwest by promoting actual improvements to farm homes, yards, and farm buildings.

The project was terminated with this year's awards because, in the opinion of Chris Mack, WNAX farm service director, "farmers have so raised their standards in this region that there is little or no room for further improvement."

With the Oct. 28 awards, WNAX increased to $40,000 the total of merchandise given to winning contestants over the three-year period. In addition to state and county prizes each year, WNAX wound up the promotion with the two-year and three-year over-all improvement awards of $2,000 and $3,000 in merchandise, respectively. To determine these regional winners, the station recently chartered two airplanes and sent a blue-ribbon judging committee to two farms in each of the five states. One judge was selected from each state. WNAX lined up an imposing list of manufacturers who furnished prizes for the Farmstead Improvement contest in return for promotion during the three-year period.

Speakers at the Saturday night performance included some of the nation's best known personalities, including U.S. Sen. Karl Mundt and Gov. George Mickleson of South Dakota, U.S. Representatives Karl Stefan of Nebraska, Charles Hoeven of Iowa, Francis Case of South Dakota, Nebraska's Secretary of Agriculture Rufus M. Howard, and Mayor Dan J. Conley of Sioux City.

Mundt Praise

"WNAX is an institution of which we are very proud," said Sen. Mundt. "I have seen with my own eyes the results of this fine program of encouragement. This is a great manifestation of the American spirit in action."

Rep. Stefan said: "In the early days of radio when WNAX was one of the first on the air, little did I believe that radio would participate in great programs like this. I congratulate the station on what it has done."

Gov. Mickleson termed the project "one of the most worthwhile in the history of the Midwest."

California
$28,000.00

An ideal 250 watt fulltime facility for a good owner-manager. Located in one of California's very attractive and rich small markets, this property is showing a nice profit. Operating costs are very low and business is increasing. Substantial down payment—balance out over a reasonable period of time.

Southeast
$95,000.00

An excellent fulltime network facility covering a rich, growing southeast area. This station shows a good consistent profit and business is increasing. Plant and equipment far above average. Building appraised at $30,000.00 and will be retained by owner if desired reducing price to $65,000.00. Several thousand in net quick assets included.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
360 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

Smith Buys Ritter Co.

FRED SMITH, president of Fred Smith & Co., New York public relations and business consultants, has purchased Philip Ritter Co., 50-year-old New York advertising agency. The firm will be known as Philip Ritter Co., a division of Fred Smith Inc. Philip Ritter III, who was president, will become associated wth the Smith organization.

PHILCO SALES UP

Increase 76% Over 1949

PHILCO Corp.'s sales in the third quarter of 1950 increased 76% over the corresponding period last year, William Balderston, president, announced Nov. 6. Earnings were up to $4,256,000 ($2.47 per common share) compared to last year's third quarter when volume and income were down because of costs in starting Philco's new radio and television line and earnings were $508,000 (24¢ per common share), according to Mr. Balderston. Total sales for first nine months this year were $229,205,000 with earnings at $10,412,000 compared with sales of $150,043,000 with earnings at $2,506,000 for the same period last year, he said.

According to Mr. Balderston, television output at Philco has continued on the increase with a new production record established a fortnight ago. In the future, he added, Philco is looking to substitute materials to make possible maintenance of quality standards while filling customer requirements.

BAB FOLDERS

Urge Hotels To Buy Time

BROADCAST Advertising Bureau has distributed retail information folders on hotels, a $5 billion industry.

The BAB radio folder on hotels points out that only 19% of the hotels in the country use radio, despite conspicuous success of those that have used broadcasting, and urges stations to make vigorous solicitations to expand hotel use of the air.

The television folder says hotel managers have recognized TV as an "unprecedented opportunity" to "display their wares."

'WGAY' Scratched

LATEST tipsheet from Bowie (Md.) racetrack has scratched "WGAY." The two-year-old bay gelding, named after WGAY Silver Spring Md., by his part-owner, Announcer Ben Schwartz, was secreted away from Barn 19 stall at 3 p.m., Nov. 5, Ernie Tannen, WGAY program director, reported last week. Saddled with suspicion that the two-time track participant may have been the victim of foul play, Maryland authorities investigated. State police found "WGAY" had been moved to Lincoln Downs, R. I., a case of mistaken "horse identity." "WGAY" was returned late last week.

WKY Oklahoma City sent custom built bus-type mobile unit to cover Kansas City stock show. One show daily was aired from arena and recordings for use on other broadcasts were made.

HORSE RACE ISSUE

WTUX Asks FCC Reconsider

NEW FIRE has been built under the horse race programming issue by the petition of WTUX Wilmington, Del., for reconsideration of FCC's decision denying license renewal to the station [BROADCASTING, Oct. 16, Nov. 6].

The WTUX petition charged that:

- FCC erred in concluding the station's owners intended its horse race programs to be of aid to illegal gambling.
- "Important new" evidence relating to the question of intent on the part of the WTUX owners has been disclosed by "deliberately false statements" of Andrew J. Kavanaugh, Wilmington director of public safety, before a Senate gambling investigation committee.
- The Commission ruling constitutes program dictatorship and violates the Constitution as well as FCC's rules and the Administrative Procedure Act.
- The hearing record shows other stations were hiring horse race shows "of an equal or higher degree of value to bookmakers" than WTUX but FCC unjustly acted only against WTUX while renewing licenses of certain others.

Prepared by Thomas W. Wilson and John P. Carr of Dow, Lohnes & Albertson, WTUX counsel, the petition said it is "most important," in considering the question of the intent of owners Gordon K. MacIntosh and Howard R. Robinson, that FCC "understand the situation as it existed in Wilmington" during the period in question.

The petition asserted that until May 1949 the owners of WTUX thought Mr. Kavanaugh "was a part of a local plan to eliminate the competition" of WTUX "from the local radio picture." It pointed out that as a city official Mr. Kavanaugh should have first come directly to WTUX with his complaint "rather than resorting to the seemingly underhanded method" of going first to FCC.

Started in 1947

WTUX began the *1290 Sports Parade* program, which included racing information, in the fall of 1947, the petition noted, but it was not until three days after Armstrong Daily Sports Inc. commenced sponsorship of the program in October 1948 that Mr. Kavanaugh filed his complaint. Armstrong publishes a daily racing paper.

The petition said WTUX later learned of Mr. Kavanaugh's past differences with Moe Annenberg, whom he alleged owned Armstrong, and it was this "strong resentment and evident bad feeling" which "seemed to be the real reason" why Mr. Kavanaugh filed his complaint.

WTUX stated that during this period WAMS Wilmington, owned by "several local businessmen," was also broadcasting horse race programs "in approximately the same form as WTUX" and Messrs. MacIntosh and Robinson "were extremely puzzled as to why this complaint had been lodged against their station only and not also against WAMS."

WTUX notified Mr. Kavanaugh of the WAMS programs, the petition said, and was told a "similar complaint" would be lodged "immediately."

WTUX said that when this was never done, it was considered clear confirmation of "suspicion that Kananaugh was a tool of local interests and that his charges were without foundation."

'Absolutely False'

FCC was told Mr. Kavanaugh made four separate accusations in his complaint, and that only one was correct—that WTUX was carrying horse race programming. WTUX said the hearing proved "absolutely false" the accustations that WTUX owners were collecting money from local bookie rooms, that WTUX explained on the air how to use the Armstrong publication to place bets and that WTUX broadcast the statement, "This will not interfere with the races."

WTUX said all of these factors "convinced the station that Kavanaugh was insincere and untrustworthy." In light of this, the petition stated, the WTUX owners did not believe Mr. Kavanaugh's allegation that a number of horse race rooms raided during past months had receivers tuned to WTUX.

If all the allegations had been correct, the petition contended, this last allegation "would no doubt have been heeded and as a result, the station's racing format would have been altered many months earlier than it was."

As to FCC's conclusion the WTUX owners failed to heed Commission policy on racing programs as defined in the February 1948 Capital Broadcasting Co. (WWDC Washington) decision, the petition claimed WTUX did heed this policy and considered WTUX programming to be in accord. The petition said the Capital Broadcasting ruling "is very confusing and except for the dissenting opinion, seems to endorse horse racing programs in general."

The petition explained WTUX owners belived this opinion correct because "scores of stations" throughout the U. S. continued to broadcast horse racing programs "in approximately the same manner" as WTUX. The petition further stated WWDC "was giving race results on a rapid basis and was giving most if not all of the details (with the exception of the Armstrong numbers) that WTUX was broadcasting.

The petition presented a tabulation of race results allegedly broadcast by WWDC on May 16, 1949, "which format is believed to be generally the type which had been employed by the station for the entire period being questioned" for WTUX. Similarly, a tabulation of information purportedly relating to race programming by WGAY Silver Spring, Md., a Washington suburban outlet, was presented for the same date.

The "confusion on the part of the owners of WTUX as to the meaning" of the WWDC decision "was further exaggerated by the fact that horse racing is illegal under the laws of the District of Columbia and as found by the Commission in its WTUX decision,

(Continued on page 89)

WANT TO GOBBLE UP TURKEY (Ky.)?

Little ol' *Turkey* is a sure 'nuff Kentucky town—friendly as can be, but way too small to satisfy your appetite. . . .

So instead of gobbling Turkey, WAVE caters to the 27 *really important* counties of the Louisville Trading Area—turns profits by serving folks who have a Purchasing Power *41% above the average of Turkey and all the rest of Kentucky combined!*

All Kentucky indexes tell the same story. WAVE does a fowl job in Turkey, but laps up the gravy around Louisville! Want some?

LOUISVILLE'S WAVE

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC.
National Representatives

*In Percentage Increase Of Sales 1939-49**

Miami (Dade County) Ranks High Among The Top 20 Official Metropolitan Areas

Among the 53 metropolitan areas in its own population group...Miami ranks

1st in retail sales
1st in drug sales
1st in furniture-household-radio sales
3rd in automotive sales
6th in general merchandise
7th in food sales

In addition to the rankings in this group, Miami stands exceedingly high among all metropolitan areas with a rating of 4th in retail sales; 6th in furniture-household-radio sales; 7th in food store sales; 10th in drug sales; 14th in automotive sales.

For a two-fisted selling job here, call on WIOD. For details, see our Rep, George P. Hollingbery Co.

*SM Estimate

WIOD FIRST IN MIAMI

JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC

the KOKOMO market is rich!

Distribution of Listening Homes among stations . . .
Latest Conlan Figures . . .
WIOU . . . 67.0%

POPULATION 224,200
BMB RADIO FAMILIES 74,210
EFF. BUYING INCOME $302,329,000
RETAIL SALE SALES $181,967,000
FOOD SALES $46,980,000
NO. FOOD STORES 591
DRUG SALES $6,539,000
NO. DRUG STORES 77
FARM $ $65,071,000

WIOU 1000 WATTS ON 1350 KC

KOKOMO, INDIANA
Columbia Broadcasting System
National Rep: Weed & Co.

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 29 OF THIS ISSUE

LIBERTY
Rings the Bell
IN LOS ANGELES
WITH
KMPC
THE
"50,000 WATT STATION
OF THE STARS"
LIBERTY
BROADCASTING
SYSTEM
DALLAS, TEXAS
AMERICA'S THIRD LARGEST
NETWORK

FCC Actions

(Continued from page 78)

Decisions Cont'd.:

BY COMMISSION EN BANC

Hearing Designated

Charles L. Cain, Grand Prairie, Tex.—Designated for hearing application for new station on 1480 kc 500 w D, in consolidated proceeding with applications of KRMD and Lakewood Bcstg. Co., scheduled to be held at Washington on Nov. 20.

ACTION ON MOTIONS

By Commissioner Geo. E. Sterling

Cecil W. Roberts, Kewanee, Ill.—Denied continuance of hearing, presently scheduled for Nov. 15 at Washington, D. C., in proceeding upon application.

KXRN Renton, Washington—Granted continuance of hearing in proceeding re application from Nov. 17, to Jan. 17, 1951, at Washington, D. C.

WVOW Logan, West Virginia—Granted continuance of hearing in proceeding upon application to March 1, 1951, at Washington, D. C.

Tribune Pub. Co., Tacoma, Wash.—Granted request that Commission accept late appearance in hearing upon its application et al.

WJMR New Orleans, La. — Granted extension of time in which to file replies to exceptions of the initial decision issued in proceeding re application and time extended to Nov. 13.

FCC General Counsel—Granted request that transcript of testimony in proceeding re revocation of CP of KFMA Davenport, Ia., and revocation of license of station WXLT Ely, Minn. be corrected in various respects.

KSRV Ontario, Ore.—Granted leave to amend application so as to revise its directional array, financial and program data.

Robert Hecksher, Ft. Myer, Florida—Granted request that the Commission dismiss as moot his petition for reconsideration, and grant without hearing filed on Sept. 29.

FCC General Counsel—Granted extension of time to Nov. 16, in which to file proposed findings of fact in the matter of revocation of license Station KFTM Fort Morgan, Colo.

Dalrad Associates, Memphis, Tex.—Granted petition of Dalrad Assoc. requesting dismissal without prejudice of application

Marshall Formby, Spur, Tex.—Application of Formby is removed from the hearing docket.

By Examiner J. D. Bond

WFTC Kinston, N. C.—Granted in part motion for order to take depositions in proceeding re its application. Granted motion to accept late appearance in proceeding re appliction and that WELS Kinston, N. C. and statement of appearance filed Oct. 25, is accepted.

By Examiner Fanney N. Litvin

WTOD Toledo, Ohio—Granted leave to amend application so as to reduce nighttime radiation toward CFOS Owen Sound, Ont., Canada, and make other minor changes in radiation resulting from change in pattern toward CFOS.

By Examiner Basil P. Cooper

WRFC Athens, Ga.—Granted leave to amend application so as to specify new DA-N with power of 500 w, said proposed ant. being so designed as to permit WRFC to operate unl. time without causing interference within the normally protected contours of any existing or proposed station; granted insofar as it requests that application, as amended, be removed from hearing docket; dismissed as moot pet. for recons. and grant without hear.

By Examiner H. B. Hutchison

The Central Ohio Broadcasting Company, Galion, Ohio—Granted leave to amend application so as to request frequency 1250 kc, with 1 kw unl. employing DA-DN, in lieu of 560 kc 1 kw D, and for removal of application, as amended, from hearing docket.

November 8 Decisions . . .

BY COMMISSION EN BANC

Extension Granted

KMLB Monroe, La.—Granted extension of temporary authority for period of 15 days from Nov. 5 to operate night hours with non-directional ant. and power reduced to 500 w pending restoration of west tower and submission of sufficient proof that array is in proper adjustment together with submission of Forms 302, power to be determined by indirect method.

WIOD Miami, Fla. — Granted extension of temporary authority for a period of four months from Nov. 5 to operate with power reduced to 1 kw, and non-directional antenna pending reconstruction of the authorized directional array.

WINZ Hollywood, Fla.—Granted extension of temporary authority for period of 90 days from Nov. 3 to operate 90 ft. vertical temporary ant. with power of 1 kw-D, 500 w-N; power to be determined by indirect method.

November 8 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WILK Wilkes-Barre, Pa.—Mod. CP AM station to change frequency, power etc. for extension of completion date.

License for CP

License for CP new FM station: KMAR Bakersfield, Calif.; WKBN-FM Youngstown, Ohio.

FM—98.5 mc

WKPT-FM Kingsport, Tenn.—CP FM station to change ERP to 4.8 kw, ant. to minus 89 ft.

November 9 Applications . . .

ACCEPTED FOR FILING

License for CP

WEED Rocky Mount, N. C.—License for CP to increase power etc. install DA-2, AM station.

WAAA Winston-Salem, N. C. — License for CP new AM station.

AM—1080 kc

WIVY Jacksonville, Fla.—CP AM station to change from 1050 kc, 1 kw-D to 1080 kc, 1 kw-D, 500 w-N DA-N.

AM—1300 kc

KMMO Marshall, Mo.—CP AM station to change from 1300 kc, 500 w-D to 1300 kc, 1 kw-D.

Modification of CP

Mod. CP new FM station for extension of completion date: WDAE-FM Tampa, Fla.; KIRO-FM Seattle, Wash.

NEW ENGLAND UNIT

Names Three Radio Executives

THREE radio executives have been appointed members of the Committee of New England, the National Planning Assn. announced Friday. They are Harold E. Fellows, general manager of WEEI Boston; Craig Lawrence, general manager of WCOP Boston, and Paul W. Morency, vice president of WTIC Hartford.

The committee holds its first meeting today (Nov. 13) in Boston to form its program for analyzing the effects of government policies on the full development of New England's economy.

RWG ELECTION

Marion Named President

RADIO WRITERS GUILD faction alleging pro-Communist leanings among the Eastern Council membership was in effect voted down by the national RWG membership in election of officers announced last week. Ira Marion, senior ABC staff writer, was elected national president and promptly signed the anti-Communist affidavit required by law.

Others elected to the council from the same slate included Jim Hart, Bob Cenedella, Sam Moore, Jack Bentkover, David Kogan and Jack Gerber, representing news writers. Alternates elected were Sig Miller, Addie Richton, George Fass, Abe Ginnes and Fred Freed.

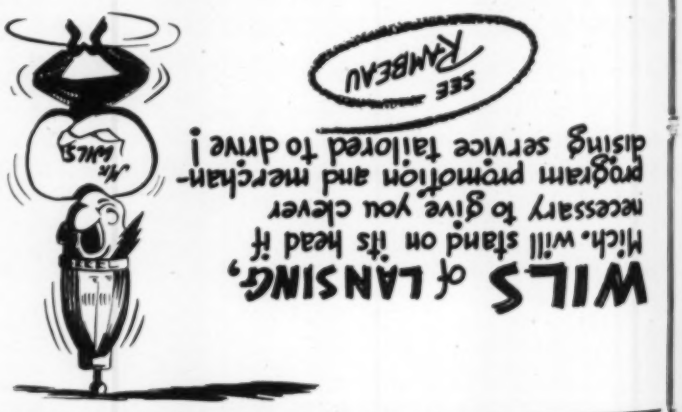
Mr. Marion won out over Knowles Entrikin, who represented the defeated faction, by about two-to-one in the national vote and by 173 to 108 in the eastern region vote. The election leaves none of the dissenting members on the eastern region council, but the group is reportedly holding together with the intention of continuing its opposition.

Holiday Package

ASSOCIATED Program Service, New York, has provided its subscribers with a special 9-hour-and-45-minute holiday package program which includes 18 quarter hours of holiday music and stories, a one-hour *Christmas Show*, three half-hour children's programs, one 15-minute choral program, a half-hour review of 1950 and two-hour *New Years Eve Dance Party*.

WCDL Joins MBS

WCDL Carbondale, Pa., has become an affiliate of MBS. The call letters of WCOL, an ABC affiliate in Columbus, Ohio, were inadvertently used in a story reporting the affiliation of WCDL in the Nov. 6 BROADCASTING. WCOL retains its ABC affiliation.


WILS of LANSING,
Mich. will stand on its head if
necessary to give you clever
program promotion and merchan-
dising service tailored to drive !
SEE RAMBEAU

Rumpus Room

(Continued from page 85)

studio prop man—to assure that all essential steps of the commercial are completed in the allotted minute and a half time.

Working on cue, the demonstrator moves from table to stove and back again while the prop assistant replaces the dish in preparation with one showing the finished product.

Besides finding TV an effective selling medium, Premier likewise has derived useful applications as a merchandising aid.

One of the most productive was a recipe contest, which not only provided new basic recipes but opened the eyes of the firm to the versatility of its product. Premier, taking its cue from Madame Housewife, changed the label on the can from "Excellent Spaghetti Sauce" to "Sauce of Many Uses."

Premier also uses *Rumpus Room* to build good will with grocers and housewives. It has equipped one of its giant demonstration trailers with DuMont television sets. Trailer is moved each day to a different neighborhood grocery where Johnny Olsen salutes the grocer and introduces customers to the program.

Tickets Allocated

Tickets are allotted to grocers who have booked Mr. Olsen's itinerant studio through coming months. Upwards of 10,000 ticket requests are on file.

The choice of Mr. Olsen as Premier's personality man, competing only with Premier Pete, doubtless was a fortuitous one and had its inspiration largely in the fact that the likeable m.c. has won and held his female audiences, not only in New York, but also in Chicago where he previously presided over ABC's *Ladies Be Seated.*

Mr. Olsen is assisted on the popular DuMont show by his able wife Penny, Announcer Russell, the demonstrator, and such inanimate objects as pop up from time to time. Mr. Olsen's duties consist of stunts and other audience participation features which invariably transform the studio into a rumpus room.

Premier's campaign for its sauce

Johnny Olsen (r) with Penny Olsen and Announcer Don Russell.

* * *

also created somewhat of a rumpus in wholesaling circles by the manner in which it disappeared from dealers' shelves. One salesman wrote the company:

"An account of mine in Bloomburg, N. J., who took six months time to sell one case of Sauce Arturo, gave me an order for 10 cases two weeks ago and has called me for five more cases this week. He says, 'All these people down here watch television. They have been buying two and three cans at a clip.'"

Within 60 days after Premier undertook sponsorship of *Rumpus Room,* demand for the sauce within WABD viewing range became so heavy that the company had to restrict its distribution to stores in this area, according to Mr. Alexander. In one day alone, he noted, Premier received more orders than it had recorded *in a two-month period before using television.*

Wholesome Effects

The show had some other wholesome effects, too. TV housewives pressured chain stores so persistently that several groups which had never handled the product began stocking up.

Last April Premier beseeched South Jersey tomato growers to supply a quota five times the quantity it had canned last year. Meeting with no success, and unable to replenish its supply, Premier May 15 switched products, placing video's impact behind two other products, mayonnaise and Roquefort cheese dressing.

And now, once again, Premier is pushing its Sauce Arturo, which it began promoting last Jan. 2, 1950, with every indication that it will continue to do so for some time to come, for nothing succeeds like success, the sponsor and station say.

Excess Tax

(Continued from page 21)

including some radio-TV manufacturers, who have common problems arising from expansion and growth during the base period.

Two broadcasting firms—Meredith-Syracuse TV Corp. [WHEN (TV) Syracuse] and May Broadcasting Co. [KMA Shenandoah, Iowa]—have asked to file statements with the Ways and Means Committee.

Confusing the tax picture is the result of the Nov. 7 national elections. A lame duck Congress has been the legislative body expected by a harassed Administration to come up with a workable war profits levy, retroactive Oct. 1 or July 1, 1950.

What enthusiasm legislators will carry with them to Washington on the entire tax problem is questionable. A decline in enthusiasm for settling the issue this year already had been noticed.

There have been comments, like that of Sen. Ralph Flanders (R-Vt.), to the effect that an increase in corporation taxes would be more desirable than a war profits levy [BROADCASTING, Nov. 6].

In addition, President Truman is not on the same ground as he was prior to the elections in regard to calling Congress back before the Nov. 27 date set for a last brief sitting of the outgoing 81st Congress. The new 82d Congress convenes next January.

To further complicate the tax picture, recommendations have been made to abandon the relief provision as contained in the profits law in effect during World War II. In its place, some experts advance the idea of including a mechanical formula that would apply to individual tax problems of industries—like radio-TV—which could be considered to be in the "hardship" category [CLOSED CIRCUIT, Nov. 6].

'MARK TRAIL'

Lauded by Educators

NEW JERSEY Education Assn. used the *Mark Trail* radio series, a juvenile adventure program based on a theme of conservation, as a model of education by radio at its annual convention in Atlantic City, Nov. 9-12.

To demonstrate how education of children can be aided by commercial radio, a special session to hear two recordings of the show was on the conference agenda. Program is heard three times weekly on MBS and is sponsored by the Kellogg Co., Battle Creek, Mich.

NORTH CAROLINA OFFERS MORE

FARM INCOME $944,900,000*

*1949 Sales Management, Survey of Buying Power

THAN ANY OF THE 12 STATES IN THE RICH GROWING SOUTHEASTERN MARKET

Here in one state is an economy soundly balanced between agriculture and industry—a market with more people with more money to spend on their unfulfilled needs than ever before. 44 daily and 156 weekly newspapers, 85 radio stations and 2 television stations blanket this market of over 4 million people, with money to spend.

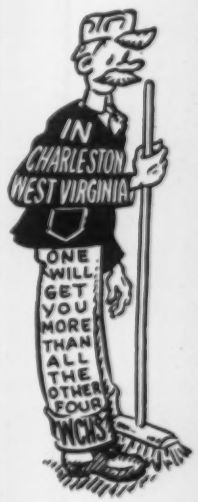
NORTH CAROLINA

Department of Conservation and Development, Raleigh

Mr. Al Capley
Lake-Spiro-Shurman, Inc.
Memphis, Tenn.

Dear Al:

Tho't y'ud like ter know jest what a bargain yuh bought when yuh started sellin' St. Joseph Asperin on WCHS! Yessir, Al, yuh made th' best buy in West Virginny! F'rinstance, yuh gits 85,500 REGULAR lisseners ever' day on WCHS — more'n 12,500 per dollar! Now, ain't thet sumthin', Al? Jest keep thet in mind when yuh wants ter sell sumthin' else! Yuh buys th' best when yuh uses WCHS!



Yrs.
Algy

WCHS

Charleston, W. Va.

YOU CAN CALL YOUR SHOTS ON THE ARROWHEAD NETWORK

To cover the rich dairyland markets of Wisconsin; the industrial centers of Northern Minnesota . . . use the Arrowhead Network. You're interested in sales—and that's what we deliver!

ARROWHEAD NETWORK

WMFG HIBBING | WHLB VIRGINIA | WEBC DULUTH | WJMC RICE LAKE | WEAU EAU CLAIRE | WISC MADISON

Represented nationally by RA-TEL Reps., Inc. and regionally by BULMER-JOHNSON, Inc. Mpls.

SPOTS
with pulling power!

Spot radio has tremendous pulling power when good time buying is coupled with good spot production. Good spots pull better on a station with more and better listeners. In the vast and prosperous El Paso Southwest, KROD is THE station with the biggest group of loyal and responsive listeners.

KROD
CBS, EL PASO
KEY STATION, SOUTHWEST NETWORK
5000 WATTS
600 TOP O' THE DIAL
RODERICK BROADCASTING CORP.
DORRANCE D. RODERICK, *President*
VAL LAWRENCE, *Vice Pres. & Gen. Mgr.*
REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

Congressional

(Continued from page 19)

be torn by internal strife on the color television question. Rep. Crosser promised to bring up the issue to his committee when the 81st Congress returns this month. If GOP sentiment is for a probe, the demands probably will receive more attention than they would have been given a few months ago.

Rep. Charles Wolverton (R-N. J.) will continue as ranking minority member on the committee. Speculation has mounted that Rep. Wolverton may be prevailed upon to press for an inquiry on color. Two leading TV manufacturing firms, DuMont and RCA, both opposed violently to CBS color, have plant facilities in New Jersey.

In the Senate, most outspoken critic of FCC's position on color TV is Sen. Capehart. He had asked FCC, prior to its final decision, to hold back until the 81st Congress returned. The Indiana Senator is a former owner of the radio manufacturing firm bearing his name and is now active in a commercial phonograph producing firm.

Other demands for a full dress inquiry may be forthcoming during 1951 Senate and House debate, providing the color TV question still burns in that year.

The proposed NARBA agreement, a target of clear channel broadcasters, may be in for a hail of protests when it is presented to the Senate for ratification (see story page 21).

Not to Return

The following Democratic members of the House Commerce group will not be in the 82d Congress: Reps. George G. Sadowski, defeated in the Michigan primaries; Andrew J. Biemiller of Wisconsin; George Howard Wilson of Oklahoma; Neil J. Linehan of Illinois, and the late Alfred L. Bulwinkle of North Carolina who died earlier this year while in office. The Republicans on the committee were all re-elected, including Rep. Harris Ellsworth, who has part interest in KRNR Roseburg, Ore.

Tuesday's elections climaxed the most extensive radio and television campaigning by candidates ever witnessed before in the annals of American politics. Standout in the media's use was Gov. Thomas E. Dewey, who was re-elected in New York. (See separate stories).

The balloting also brought new names to the Washington political scene, many of them long familiar in radio circles. Among them is Frank T. Bow, successful in his bid for the Republican seat in Ohio's District 16. The former commentator at WPAY Portsmouth, Ohio, has a background of particular interest to government and radio people. He served as counsel for the House Select Committee to Investigate FCC during the 80th Congress.

Most dramatic Senatorial race was in Connecticut where Sen. William D. Benton, advocate of world radio and champion of the Voice of America, squeaked by his challenger, Prescott S. Bush, a CBS stockholder and New York businessman. Democrat Benton, former partner of Benton & Bowles, New York, was re-elected by a narrow margin of less than a thousand votes.

Formal action by Connecticut Republicans for a recount is expected. If Mr. Bush were to win, the Senate would find itself in a 48-48 party tie. A U. S. attorney in the Nutmeg State was quoted last week as ready to ask help of the FBI if evidence is found to support allegations of irregularities at the polls.

Sen. Benton's former agency associate, Gov. Chester Bowles, is no longer a political partner in the New England state. Imcumbent Bowles was defeated by Rep. John Davis Lodge, a Republican.

Taft Family Holding

Sen. Robert A. Taft served candidate Joe Ferguson a crushing defeat in the Ohio Senatorial contest. Republican Taft's family holds interests in WKRC Cincinnati and the *Times Star*, as well as Transit Radio Inc.

The Taft heavy plurality is seen as the factor which may spur a bold bid to capture the Republican nomination for President in 1952. Sen. Taft took to the air in the Buckeye State to answer President Truman's last-minute radio appeal to voters in the final heat of the election campaign. [BROADCASTING, Nov. 6].

An Ohio radio executive was newly elected to Congress. Frazier Reams, president of Community Broadcasting Co., which operates WTOL-AM-FM Toledo, won the Ninth District in a three-party contest. Defeated were Democrat Thomas H. Burke, the incumbent, and Republican Joseph A. Raney. Mr. Reams, a Toledo attorney who has been active in Democratic Party affairs for many years, ran as an Independent.

Rep. H. R. Gross (R-Iowa) was returned to Congress. He was formerly a radio news commentator, as was Rep. Karl Stefan (R-Neb.), re-elected. Rep. Mike Mansfield (D-Mont.), who heads a special House Committee to Investigate Campaign Expenditures, was re-elected. His committee was scheduled to open hearings on campaign funds, including candidates' radio and television spending.

Also returned was Rep. Richard W. Hoffman, president of WHFC Inc., licensee of WHFC Cicero, Ill. Mr. Hoffman is a Republican in Illinois' Tenth District. Rep. Alvin E. O'Konski, president and owner of WLIN Merrill, Wisc., was re-elected. He is a Republican in Wisconsin's Tenth District. Rep. Clinton D. McKinnon (D-Calif.), reelected, founded KCBQ San Diego in 1946 which he later sold.

Back for another term were Reps. John Phillips (R-Calif.), former part-owner of KPAS Banning, and Francis Walter (D-Pa.), who has often been at odds with FCC.

In California, Rep. Harry R. Sheppard, Democrat, outspoken critic of the radio networks and author of legislation proposing their licensing, was re-elected although the contest was in doubt for some time after the polls closed. Even while engaged in his campaign, Rep. Sheppard last week found time to demand of FCC that

WWDC'S CHARM
All Candidates Successful

OFFICIALS of WWDC Washington aren't sure whether it was a stroke of fate or the station's strong 5 kw signal, but election returns revealed that all Maryland candidates who campaigned over WWDC were elected.

Rep. Lansdale G. Sasscer, a Democrat running for re-election in the state's 5th Congressional district, made two major political speeches over WWDC and was the only Democratic Congressman to survive the Republican landslide in Maryland. Same was true of LeRoy Pumphrey, Democrat of Prince Georges County, who was elected to Maryland's House of Delegates.

Biggest upset was the victory of Republican William R. Hughes, who conducted a "rock 'em, sock 'em" campaign over WWDC exclusively, with eight quarter-hours. The three candidates said they selected WWDC for campaigning purposes because of the station's coverage of Southern Maryland. Time was purchased at political time rates.

WIBA
MADISON
WISCONSIN
NBC

1950
OCTOBER SURVEY
FACTS FOR MADISON
ARE NOW AVAILABLE

AND WIBA STILL
TOPS THE LIST

FOR THE DETAILS
CALL OUR REPS

Avery-Knodel, Inc., Representatives
Badger Broadcasting Company
5000 WATTS ON 1310 . . . ESTABLISHED 1925

it amend its rules to free network sponsors to contract with other stations for rebroadcasts of their programs (see story page 20).

In a contest for State Governor, Howard Pyle, vice president and program director, KTAR Phoenix, staged an upset in Arizona. In a see-saw battle, Mr. Pyle defeated Mrs. Ann Frohmiller, the Democratic standard-bearer, when late returns assure re-election of GOP candidate who had been given only an outside chance. James F. Byrnes, former Secretary of State and minority stockholder of WORD WDXY (FM) Spartanburg, S. C., is the new Democratic governor of South Carolina. Gordon Persons, former owner of WSFA Montgomery, Ala., was elected governor of Alabama.

Democrat D. Worth Clark, part owner of KJBS San Francisco failed in his bid for the Senate when Herman Walker, Republican, defeated him in the Idaho race. Mr. Clark had ousted former Sen. Glen H. Taylor in the Democratic primaries last August.

Significant popular vote on an initiative measure in Oregon defeated an attempt to bar the sale of alcoholic beverages "promotively" advertised within the state. The proposal, sponsored by the Temperance League of Oregon, was fought by broadcasters who warned Washington State radio executives that if the proposal had succeeded in Oregon, its neighbor Far West state would be next.

'Milestones of WFHR'

WFHR Wisconsin Rapids, Wis., celebrated its 10th anniversary Sunday, Nov. 5, with a one-hour program, *Milestones of WFHR*, during which highlights of the decade were reviewed and recorded, and congratulatory messages aired. Among those commending the station and its general manager, George T. Frechette, were Wisconsin's Gov. Rennebohm, NAB President Justin Miller, NAB District 9 Director Charles C. Caley, WMBD Peoria, and such radio notables as Fulton Lewis jr., Jack Bailey and Walter Mason.

open mike

'One Big Market'

EDITOR, BROADCASTING:

. . . I have spent the past two weeks introducing WQUA, the newest CBS affiliate, to the time buyers of both Chicago and New York, and on several occasions I was told that it was impossible for WQUA to cover the Quad-Cities market. . . . I found these timebuyers had their information from your 1949 BROADCASTING map on the wall of their office. . . .

. . . We make a considerable point of the fact that the Quad-Cities—one big market—are as close together as the boroughs of New York City. . . .

John Grandy
Commercial Manager
WQUA Moline, Ill.

* * *

EDITOR, BROADCASTING:

I have just returned from a week in New York . . .

Everywhere we went it seems we saw the map from your BROADCASTING YEARBOOK either prominently framed or conveniently handy. Unfortunately for WQUA, the city of Moline, Ill., is improperly located on your otherwise flawless map. Several prospects refused to believe that WQUA, located in Moline some 20 or 30 miles away from Rock Island and Davenport, could possibly do a job in the Quad Cities. It took an aerial photograph to convince some of them that BROADCASTING could be wrong . . .

Dalton LeMasurier
General Manager
KDAL Duluth Minn.

[EDITOR'S NOTE: Our apologies to Moline. Our map-maker will correct the location on the next issue of the map.]

* * *

The 'Early Bird'

EDITOR, BROADCASTING:

Maybe stories about Al Jolson memorial shows are a little superfluous now, but I've been surprised by all the to-do about such programs being run mid-morning or afternoon of Oct. 24. . . . What's so speedy about that? . . .

First news of Jolson's death was aired to WPIC listeners on our 7 a.m. newscast, Oct. 24. When his *Early Bird* program took to the air, 8:05 to 9 . . . M. C. Joe Prelee threw out his prepared show and devoted the entire 55 minutes to Jolson records.

The *Early Bird* has since flown the coop. Joe Prelee enlisted with the Air Corps yesterday. The city of Sharon gave him a warm send-off. His last day here began with a spectacular half-million-dollar feed mill fire at 5 a.m. Joe was on hand with a tape recorder.

Evelyn L. Keller
Publicity Director
WPIC Sharon, Pa.

* * *

Hurricane Service

EDITOR, BROADCASTING:

In the recent hurricane . . . WORZ remained on the air on a 24-hour basis . . . WORZ also made over 300 announcements of special interest to different groups such as churches, schools, and various other organizations.

The response to this public service has been phenomenal. . . .

Sammy Roen
Promotion Manager
WORZ Orlando, Fla.

CHRISTMAS PARTY

Hadacol Plans 600 Dec. 23

WHAT may well be one of the biggest Christmas parties on record is being planned by Sen. Dudley J. LeBlanc, president of the radio-minded LeBlanc Corp. (Hadacol). The firm is planning to hold parties in 600 theatres throughout its distribution area on Dec. 23. A live Santa Claus is slated to be on hand at each theatre. Admission will be one Hadacol box top.

Sen. LeBlanc reportedly closed a deal last Thursday with Fred Jack, United Artists' southern and western sales manager, for *Hopalong Cassidy* features in all theatres. In addition there will be cartoons, stars from local radio stations and gifts for all the children.

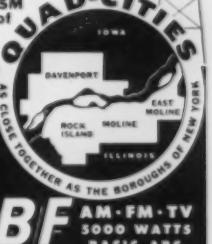
The 600 stations which are reportedly used a minimum of four times daily by Hadacol are to join in local promotions. Extra spots will be purchased by the firm and $5,000 in cash prizes will be given to stations doing the best merchandising jobs, the LeBlanc Corp. reports.

Delivering MORE Listeners at a LOWER COST in the Quad-Cities
Rock Island, Ill. Moline, Ill.
East Moline, Ill. Davenport, Ia.

233,012
(1950 Census)
$246,605,000
RETAIL SALES
(1948 U. S. Business Census)

$418,578,000*
EFFECTIVE BUYING INCOME

*1950 SM Survey of Buying Power



Highest Hooperated Quad-Cities Station
WHBF AM·FM·TV 5000 WATTS BASIC ABC
NAT'L. REP. AVERY KNODEL, INC.

Time Buyers, NOTE!
NO TV
Stations within
60 miles of
YOUNGSTOWN, O.
Ohio's 3rd
Largest Trade Area
Buy
WFMJ
The Only ABC
Station Serving
This Market
5000
WATTS
All programs duplicated on
WFMJ-FM
50,000 Watts on 105.1 Meg.
CALL
Headley-Reed Co.,
National Representatives

Allocations

(Continued from page 62)

FCC's proposal to allocate community UHF channels to some cities and not others [TELECASTING, Nov. 6].

He wants such channels to be available equally to communities on demand basis which would consider important economic and technical factors. He also urged that minimum power requirements be relaxed where good service with less power is possible so as to encourage UHF development.

Mr. deMars, only individual to refuse to endorse Volume I of the Ad Hoc Committee and one of several to decline endorsement of Volume II [TELECASTING, Sept. 18], said he appeared "reluctantly" but felt it his public duty to challenge Mr. Norton's expert qualifications since they concern basic concepts relied upon by FCC in deciding television's future. He indicated no personal animosity was involved.

Mr. deMars indicated he planned first to interrogate Mr. Norton on his practical experience and then submit evidence concerning the NBS authority's qualifications, but upon insistence by FCC's counsel, Harry Plotkin, his direct questioning of Mr. Norton was delayed until Friday.

Hits Conclusions

Both Volumes I and II of the Ad Hoc Committee were based upon References C and E by Mr. Norton, Mr. deMars asserted. He claimed certain conclusions in both of these supporting documents are "contrary to known fact" and not all assumptions involved are "technically sound."

The consulting engineer alleged Mr. Norton has made mistakes befor, which he has "belatedly acknowledged." Questioned by Comr. Webster, Mr. deMars said he did not merely differ in opinion with Mr. Norton but specifically questioned his qualifications as an authority on wave propagation.

The alleged errors of Mr. Norton cited by Mr. deMars included:

● **Statement in 1944 general allocation proceedings by Mr. Norton that VHF stations of high power on 80 mc in such places as South America and Australia during times of high sun spot activity would interfere with TV and FM stations in the U.S. When asked in November 1947 during another proceeding by Prof. E. H. Armstrong whether 80 mc was right, he admitted he was wrong and about 40 mc should have been specified.**

● **Again in 1944, testifying in Docket 6651, Mr. Norton said service range increased with frequency, noise fields decreasing with frequency. Mr. Norton termed this "fundamental" in locating TV and FM in the spectrum. In 1948 he testified high band stations would have smaller service areas than low band stations and said abandonment of channels lower than 88 mc would mean abandoning hopes of providing extensive rural and suburban TV service.**

● **Mr. Norton predicted in 1944 that expected range for a transmitting antenna at 100 ft. would be a maximum in the band between 500 and 1500 mc.**

● **In 1945 Mr. Norton and Mr. Allen presented a paper before the Institute of Radio Engineers, later published under Mr. Allen's name, which said service area increased with frequency, based upon Mr. Norton's calculations.**

"Here is a man who has contradicted himself," Mr. deMars stated. He explained this "casts serious doubts" on his qualifications.

Mr. Norton's earlier predictions were proved wrong, Mr. deMars said, and the factors which he took into account in 1948 were known in 1944 "and many years before that." He made such "flat statements" up to and beyond 1946, Mr. deMars told FCC.

JOHN BLAIR & Co. and Blair-TV Inc., representatives, were feted recently by WBNS and WBNS-TV Columbus with a weekend of entertainment in the Ohio capital. Chatting after luncheon meeting are (l to r): W. I. Orr, WBNS sales director; Lindsey Spight, John Blair & Co. vice president, San Francisco; Paul Ray, John Blair, Chicago; Jack Denninger, Blair-TV, New York; Robert D. Thomas, WBNS-TV sales director.

Comr. Webster asked at what point FCC should disqualify the testimony of an engineer. Mr. deMars replied, "Just as soon as it's established that his testimony has been in error according to the known facts."

"Do you think he should be disbarred from appearing before this commission?" Comr. Webster asked after several attempts to learn Mr. deMars' "formula" for determining qualification.

"I think that is so," Mr. deMars replied as far as Mr. Norton's qualifications relate to propagation.

At this point Mr. Plotkin asked Mr. deMars if he ever testified that stations higher in frequency should be spaced farther apart. "I have no such recollection . . . I can't believe that I did," Mr. deMars replied.

Asked his view now, he stated there are many factors to be considered but every evidence is that such separation should be "at least as far" as those of lower frequency.

Mr. Plotkin observed if Mr. deMars was only attacking the weight which should be given Norton data he was "wasting time," but if he was attacking qualifications it was "something else." He indicated while he did not believe Mr. deMars should be allowed to examine Mr. Norton on the witness stand, he should be given full opportunity to show alleged mistakes since the dispute has been so "bruited about."

Comr. Webster noted that, if the situation was going as far as to involve disbarment, FCC may consider a separate proceeding necessary. Mr. deMars explained his plea was not for disbarment of the witness. "I was asked the question and I answered it," he said.

"You can see what this leads to when you get into it," Comr. Webster observed.

"I think I have established he is not qualified as a propagation authority," Mr. deMars contended.

"If an expert makes a mistake and is honest enough to admit it, is he still an expert?" Mr. Plotkin asked.

That "depends on the number of times" he does this, Mr. deMars replied.

"If he makes a mistake and is not honest enough to admit it, is he still an expert?" was Mr. Plotkin's next query.

"Until he is exposed," was Mr. deMars answer.

"I don't think this testimony is compentent," Mr. Plotkin commented, observing the Ad Hoc Committee was an "eminent group" of experts and if mistakes were made Mr. deMars did not submit positive values to correct them.

Comr. Webster was curious why Mr. deMars failed to oppose the appointment of Mr. Norton to the Ad Hoc Committee in the first place. Mr. deMars explained he has appeared before FCC since 1940 and has showed his disagreement with Mr. Norton.

To Comr. Webster's observation this did not relate to qualification, Mr. deMars said he has doubted Mr. Norton's qualifications since 1945.

"Working with Norton on the Ad Hoc Committee, how did you feel?" Comr. Webster asked.

Mr. deMars replied he didn't feel Mr. Norton or "some other members" were qualified, but since they were appointed to do a job they would work as best they could.

Must Be 'Specific'

"Taking off my hat as chairman and speaking as an engineer," Comr. Webster said it was a "very serious matter" to question the qualifications of any engineer in "our profession." He told Mr. deMars he must be "very specific here as to what you are doing."

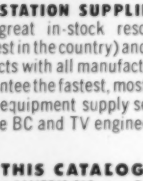
"I am not clear at all as to what your purpose is," Comr. Webster concluded.

Mr. deMars stated he had presented all affirmative evidence and would question Mr. Norton Friday if he were available.

Mr. Allen, chief of FCC's Technical Research Division and chairman of the Ad Hoc Committee, returned to the stand to present considerable technical detail and comments on the Ad Hoc reports and questions raised about the reports. He indicated part of his further comments answered opposition of Thomas J. Carroll, National Bureau of Standards physicist who severely criticised Volume II.

He stated his data on UHF propagation did not differ with that of Raymond F. Guy, NBC manager of radio and allocations engineer-

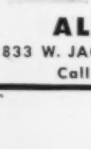
FOR DEPENDABLE SERVICE look to ALLIED for your station supplies



ALL STATION SUPPLIES
Our great in-stock resources (largest in the country) and close contacts with all manufacturers, guarantee the fastest, most complete equipment supply service for the BC and TV engineer.

SERVICE EVERYWHERE. Over 600 stations—coast to coast and border to border—look to dependable ALLIED for their station supplies and accessories.

PERSONAL EXPERT HANDLING. You get exactly what you want—when you want it! All station orders, large or small, get preferred speedy handling. Our Broadcast Division is headed by commercially licensed operators who cooperate intelligently to keep your station running at top efficiency at all times.



GET THIS CATALOG
Send for ALLIED'S 212-page Buying Guide, listing broadcast equipment and supplies ready for *immediate* shipment. Ask to be put on our "Broadcast Bulletin" mailing list.

Write to BROADCAST DIVISION

ALLIED RADIO
833 W. JACKSON BLVD., CHICAGO 7
Call: HAymarket 1-6800

COVERING WISCONSIN'S LARGEST RADIO VOID
WTTN
The Nation's Richest Farm Market
Local Retail Sales, 1949, 18% above the Nation's Average—1950—higher.
WTTN WATERTOWN, WISCONSIN

ng, who presented the RCA-NBC Bridgeport report. He said interpretation as to service area was different, however.

Mr. Allen contended Mr. Guy in effect included the terrain factor twice in his results, which reduced the service area circles more than they should be.

The Technical Research Division chief presented several highly technical reports dealing with effects of antenna height on adjacent channel stations, relation between antenna height and Grade A service under FCC's proposed rules, a summary of recent VHF tropospheric propagation measurements over southern and midwestern paths by George V. Waldo, and a report on long distance tropospheric propagation in the UHF, 288-700 mc by Harry Fine and Frank V. Higgins.

E. W. Chapin, chief of FCC's Laboratory Division, submitted similar technical reports dealing with the Commission's observation of NBC's tests on 500 and 850 mc in 1948, 400 mc troposphere recording test in Maryland, determination of minimum channel separation for simultaneous interference-free operation in the 152-162 mc band in the same area, interference in this band from intermodulation products, and tests of TV receiver and converter for the UHF.

Horse Race Issue

(Continued from page 83)

is legal under the laws of Delaware," the petition said.

"The lack of truthfulness and honesty on the part of Andrew J. Kavanaugh which was first discerned by the owners of WTUX in their conference with him in October of 1948," the petition contended, "is further borne out and substantiated by very important developments which have taken place since the record in this case was closed."

WTUX alleged that in hearings last April before a subcommittee of the Senate Committee on interstate and foreign commerce [BROADCASTING, April 24], Mr. Kavanaugh "knowingly gave false testimony and made misrepresentations which have either been later retracted or refuted by other witnesses appearing before this committee." The petition alleged the testimony dealt with his relations with WTUX owners as well as the local telephone company and other matters.

The petition asserted it is "quite understandable" Messrs. MacIntosh and Robinson did not amend their programming in the fall of 1948 because they "did not believe the allegations made by Mr. Kavanaugh to this Commission."

WTUX contended FCC erred in stating it had submitted a copy of the Kavanaugh complaint when it sent the station in October 1948 a copy of the WWDC opinion. WTUX said it did not get a copy of the complaint "until sometime later" when its owners visited FCC and then "only after threatening to see the Chairman" was a copy supplied.

The WTUX owners were first aware of the use being made of the programs during the actual hearing of the case in May 1949, the petition indicated the record showed, when immediate format changes were made. However, WTUX actually had inaugurated a policy of delaying all results from 10 to 15 minutes the previous March, it stated, in order to comply with the WWDC policy ruling of the Commission. This change was suitable to the local police authorities, WTUX asserted, according to a letter to FCC by Mr. Kavanaugh.

WTUX entered a detailed summary of the general interest in horse racing in the Wilmington area and cited a Robert S. Conlan & Assoc. audience survey showing there were "strong indications of the widespread interest of the listening public in the *1290 Sports Parade*. The petition said the WTUX owners reasoned that a few people who might be placing illegal bets "could not possibly influence this audience survey which was conducted by selecting radio listeners at random."

Hits FCC Findings

WTUX held FCC improperly found imbalance in the station's programming. The station pointed out that "news and information concerning sports other than horse racing takes three and four times as much time as the racing news."

"If this is program imbalance," WTUX asked, "the same objection could be raised with respect to the programs of every radio station in the United States carrying baseball broadcasts during the baseball season which extends from May to October each year." Through renewals to such stations FCC has found "such baseball programming does not create program imbalance," WTUX said, even when it is known baseball betting pools exist.

"By what authority can this Commission dictate to any radio station that it must carry educational or women's programs at any particular time, or that the absence of forum programs or agricultural features result in a fatal deficiency," WTUX asked. The record "clearly indicates that WTUX has an outstanding program record and has devoted inordinately large amounts of time to all worthwhile causes" in that area, the petition added.

"It was under no obligation to broadcast farm or agricultural programs unless it found a need for this type of program and the record reveals no such need," WTUX stated, adding it had abandoned such shows after it was found no interest existed.

WTUX charged that through the years FCC has renewed the licenses, without exception, of "literally scores" of stations which have broadcast racing data in varying forms, and to decline renewal to WTUX constitutes a change in basic policy, unjustly applied retroactively.

The petition alleged the hearing record showed six other stations "were broadcasting horse racing information which was of an equal or higher degree of value to bookmakers than were the programs of WTUX." It cited WWBZ Vineland, N. J.; WAMS Wilmington; WPWA Chester, Pa.; WITH Baltimore; WSNJ Bridgeton, N. J., and WANN Annapolis.

No Action Taken

WTUX stated the record was closed 17 months ago and FCC "has taken no action against these other radio stations and has, in fact, in several instances renewed the licenses of these stations.

The petition said FCC has granted WWBZ an expansion of facilities to fulltime operation; granted license renewal to WMEX Boston "even though that station broadcast race results in approximately the same detail and format as WTUX in the past"; and granted renewal to WWDC "even though the station has been broadcasting race results in approximately the same way as WTUX during its previous license period."

WTUX concluded FCC's action in singling it out was "arbitrary and capricious and therefore illegal."

MAYBE television should confirm it but Jack Huston, WCCO Minneapolis announcer, brought this 5 lb. bass to work one day and regaled listeners with his catch at Lake Minnetonka near the Twin City. Presumably they were unable to determine whether it was a small, large or loud mouth bass.

Metropolitan Growth

(Continued from page 28)

or more.

"All of the counties which more than doubled in size were in the south or in the west. In the northeast more than 4 out of 5 counties and in the west more than 3 out of 5 counties gained population. Of the 217 counties in the northeast, 177, or 81.6%, had population gains. In the west, 254 out of 414 counties, or 61.4%, gained during the decade. In the north central region and in the south, 43.9 and 47.0%, respectively, of all counties had population increases.

"The fastest growing county in the United States was Benton County, Washington, which increased by 324.3%. At the other extreme, the county with the greatest percentage decline in population was the relatively small Esmeralda County, Nevada, which declined by 61.1%."

Milk Sales Up

WTMA Charleston, S. C., sponsor, The West Side Dairy, reports outstanding success, in terms of a 30,000 quart weekly increase in milk sales, by originating promotion stunts to stimulate interest in *The Cisco Kid* program featured by the dairy. According to WTMA, a pony-naming contest, theatre presentation of two *Cisco Kid* shows, giveaway of whirling lariats and adornment of station executives and dairy personnel with colorful Cisco Kid sombreros contributed to the overwhelming interest aroused in the Frederic W. Ziv package show. WTMA has already been assured of a 52 week renewal upon expiration of the present contract.

SYLVANIA ELECTRIC PRODUCTS Inc., Towanda, Pa., developed two groups of fluorescent powders, now available in engineering sample quantities, as TV color phosphors.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Gale & Gayles

THE WINTER WALTZ

On Records: Russ Morgan — Dec. 27258; Frankie Carle—Vic. 20-3952; George Cates—Coral 60238; Trudy Richards—MGM 10831.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

...at deadline

STATIONS URGED TO LEARN PROBLEMS OF RETAILERS

BROADCASTERS should study retailer operations and help them solve their problems, Tim Kilduff, manager of H. S. Pogue Co., Cincinnati department store, told Ohio Assn. of Broadcasters sales clinic Friday at Columbus meeting (early story page 38).

Mr. Kilduff said network stations, with good time sold, offer stores only second-rate periods.

Carl George, WGAR Cleveland, president of OAB, presided at meetings, based on theme radio is America's greatest advertising medium. Frank Shaffer, WJER Dover, speaking on small market operations, said station has 28 news programs sold, along with major league baseball and other sports. He runs promotional announcements urging attendance at these games and uses transcriptions voiced by individual players.

Ralph Failor, account executive of Fuller, Smith & Ross, Cleveland, said broadcast medium will endure as long as it justifies its role. He noted, however, that when he sent a questionnaire nine out of nine newspapers replied whereas only nine out of 25 radio stations submitted requested market material.

Mr. Failor suggested announcers do a sales job instead of reading or acting. His clients want to buy sales, not time, he said. "Sell your market, then sell you," he proposed.

Officers of the Ohio association, besides Mr. George, are Robert Felman, WHBC Canton, vice president, and Robert Kearns, WLOK Lima, secretary-treasurer.

Elected to board of directors for one year were Tom Rogers, WCLT Newark, and Gene Trace, WBBW Youngstown; for two years, E. Y. Flanigan, WSPD Toledo, and Joel W. Stovall, WKRC Cincinnati.

Friday speakers included Robert W. Ferguson, WTRF Bellaire; Leonard E. Nasman, WFMJ Youngstown; Vernon A. Nolte, WHIZ Zanesville; Mr. Stovall; Maurice B. Mitchell, of Associated Program Service.

EDUCATORS NAME TAYLOR

GEN. TELFORD TAYLOR, FCC general counsel from 1940-42, named counsel for educators in FCC hearing on allocation of educational TV frequencies which opens Nov. 27 (story page 62). Appointment announced Friday by I. Keith Tyler, Ohio State U. director of radio education and chairman of Joint Committee on Educational Television. Now practicing law in New York, Gen. Taylor was U.S. chief of counsel for war crimes trials, 1946-49, and has not appeared before FCC for any commercial interests, Mr. Tyler noted.

HOOPER PROTEST

C. E. HOOPER, president of C. E. Hooper Inc., Friday wired Dr. Kenneth H. Baker, NAB research director and chairman of special test survey committee, noting that when Mr. Hooper accepted observer instead of member status on committee it was on condition he would be invited to all committee meetings and asking why he received no invitation to Nov. 2 meeting reported in BROADCASTING's Nov. 6 issue.

CHICAGO IBEW LOCAL, 4 TV MAKERS IN COLOR SUIT

CHICAGO's IBEW Local 1031 (AFL) and five television firms, including Emerson Radio, sought permission Friday to intervene on side of RCA in its suit to upset FCC's approval of CBS color television system (early story page 61). RCA also filed affidavit charging FCC's decision forced "inferior" color system on U. S. "arbitrarily and capriciously," and Chicago's Federal District Court, where preliminary arguments in suit will be heard Tuesday, gave CBS until today (Monday) to file counter affidavit.

District Judge Philip Sullivan, one of three judges named to hear suit, said he hoped decision on Tuesday's hearings can be reached before Nov. 20, when CBS commercial color standards become effective. He also said court would rule this week on intervention petitions, which were filed by following in addition to earlier one by Pilot Radio Corp.: Wells-Gardner & Co., set manufacturer; Television Installation Assn., composed of 23 Chicago area service firms; Radio Craftsmen Inc.; Sightmaster Corp., Emerson and IBEW Local 1031.

Television firms claimed CBS system is inferior and charged its adoption would cause financial hardship to present set owners and industry.

Early operation of CBS color TV would create unemployment and retard entire TV industry, IBEW contended. Attorneys Joseph M. Jacobs and Alfred Kamin filed on behalf of local president, N. Frank Darling, who said more than 18,000 members work in manufacture of TV sets or parts in Chicago and Bloomington.

Union has responsibility to maintain decent wages and conditions for members and opposes any "ill-considered program likely to resolve in unemployment and earnings losses," union officials said. Local members would stand to lose estimated $50 million yearly in wages, it was added. Union move made "to eliminate confusion in TV and guarantee stability of production."

FCC's brief answering RCA's charges and defending its decision due to be filed over weekend by Assistant General Counsel Max Goldman, who will argue FCC's case.

RCA-IT&T SIGN PACT

BRIG. GEN. DAVID SARNOFF, RCA board chairman, and Sosthenes Behn, chairman of International Telephone & Telegraph Corp., Friday announced agreements to exchange licenses permitting each company and subsidiaries to manufacture and sell under radio, television, and electronic inventions owned by other, including those of color television, transmitters, radar, cathode-ray and power tubes. Agreements effective immediately and extend to Dec. 31, 1954.

POST PROMOTES EBEL

EDWIN W. EBEL promoted to sales and advertising director of Post Cereals Division, General Foods Corp.; D. B. Caton to assistant to general manager, and George Hornberger to director of division's new Industrial Engineering Dept.

Closed Circuit

(Continued from page 4)

gressional opinion last week. Signs were brighter for dispensation to both radio and TV licensees for relief from any extraordinary time provisions in light of peculiar circumstances, particularly as to video art.

BALL BROTHERS Co., Muncie, Ind., manufacturer of fruit jars, caps and rubbers, which has not used radio for several years, is planning television campaign in 1951. Applegate Adv., Muncie, is agency.

IMMINENT drying up of cobalt supply for private industry has radio-TV set makers scurrying for substitutes in speaker portions of receivers. No cobalt, no magnets, according to highly placed source.

WITH top-ranking Congressional Democrats unseated Tuesday, President Truman is better able to resolve problem of filling proposed Civil Defense Administrator post. Sen. Scott Lucas (D-Ill.) and Gov. Chester Bowles mentioned as candidates. Look for appointment and order creating agency within next fortnight. Administrator will be responsible for implementing President's communications "master plan."

BBDO, New York, preparing annual television campaign for Hamilton Watch Co. Five-minute films will feature famous *Peg & Jim* series, starting Nov. 27 in 52 markets for four weeks.

GODFREY HAWAIIAN SHOW TO OPEN CBS COLORCASTS

FIRST color television program to appear on CBS Nov. 20, day FCC has authorized beginning of commercial colorcast, will be special half-hour featuring Arthur Godfrey in Hawaiian show. On Nov. 20 CBS will telecast Mr. Godfrey 12-12:30 p.m. and still unselected program from 12:30-1 p.m.

Rest of that week CBS will carry two hours daily of color, 11 a.m.-1 p.m. with program not yet chosen. Colorcasts will be aired on WCBS-TV New York and WTOP-TV Washington, originating in New York and networked via AT&T coaxial cable to Washington.

NARBA PROGRESS SLOW

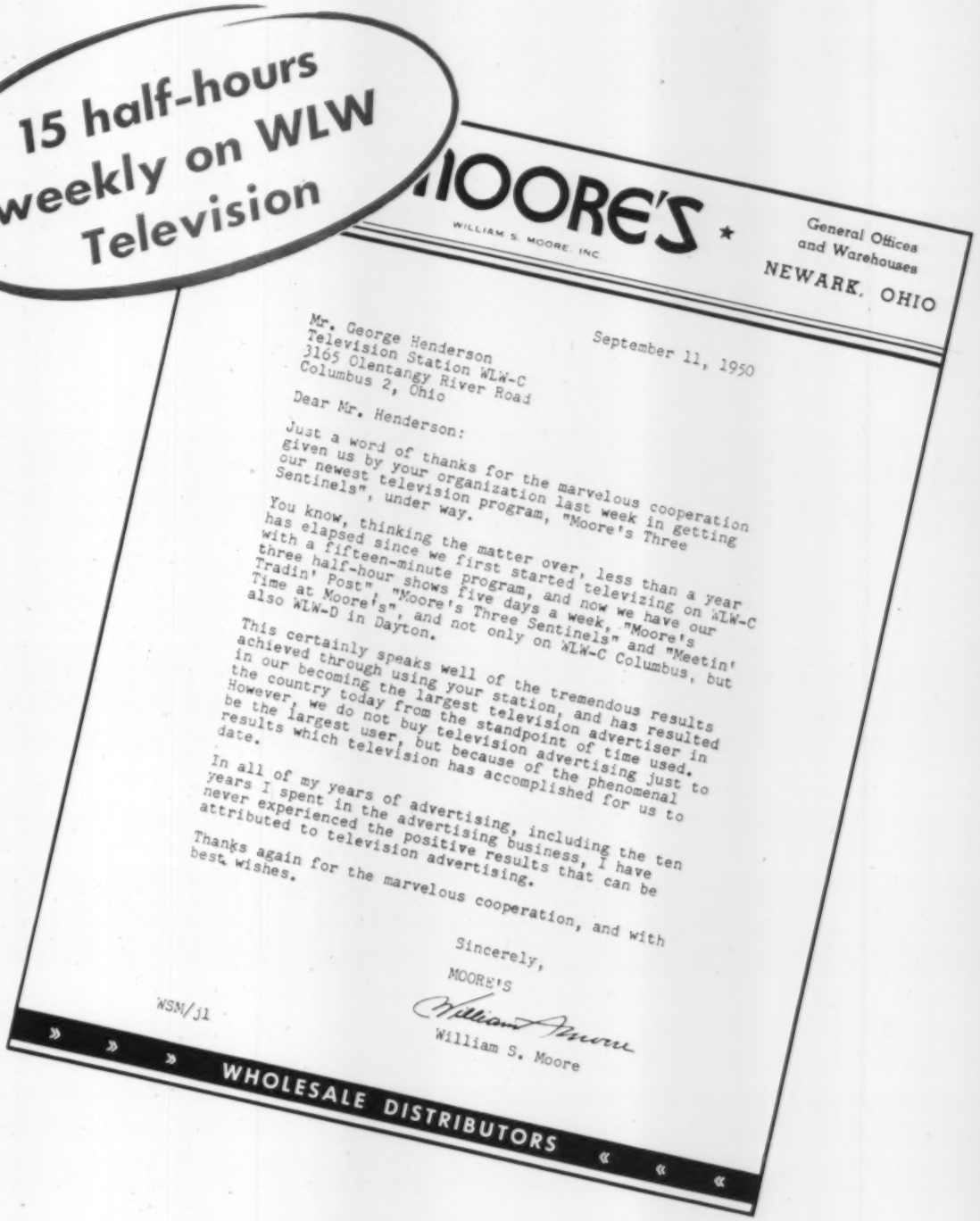
"SUBSTANTIAL differences" still persisted between U.S. and Cuban delegations Friday, authorities reported, as NARBA conference continued slowly with task of working out technical details of proposed new international AM treaty and casting them in language acceptable to all delegations (see story page 21). Despite several night meetings and prospect of Saturday and Sunday sessions, chances of meeting weekend target for completion were considered remote.

SET OUTPUT REMAINS HIGH

RADIO set production continued high pace in first week of November, according to Radio-Television Mfrs. Assn. estimate for entire industry, with 365,751 receivers produced. They consisted of 233,546 home, 20,827 portable and 111,378 auto sets. TV receivers also maintained October rate, 218,378 having been produced. This compares with record 219,000 production in mid-October.

STREIBERT, HENNOCK TO TALK

THEODORE C. STREIBERT, MBS board chairman and president of WOR and WOR-TV New York, and Frieda Hennock, of FCC, will speak before Advertising Women of New York luncheon Nov. 15 at Waldorf-Astoria. Mr. Streibert will discuss "The Listener Speaks," and Miss Hennock will speak on "Seeing Is Believing."


15 half-hours
weekly on WLW
Television
MOORE'S
WILLIAM S. MOORE, INC.
General Offices
and Warehouses
NEWARK, OHIO
September 11, 1950
Mr. George Henderson
Television Station WLW-C
3165 Olentangy River Road
Columbus 2, Ohio
Dear Mr. Henderson:
Just a word of thanks for the marvelous cooperation given us by your organization last week in getting our newest television program, "Moore's Three Sentinels", under way.
You know, thinking the matter over, less than a year has elapsed since we first started televizing on WLW-C with a fifteen-minute program, and now we have our three half-hour shows five days a week, "Moore's Tradin' Post", "Moore's Three Sentinels" and "Meetin' Time at Moore's", and not only on WLW-C Columbus, but also WLW-D in Dayton.
This certainly speaks well of the tremendous results achieved through using your station, and has resulted in our becoming the largest television advertiser in the country today from the standpoint of time used. However, we do not buy television advertising just to be the largest user, but because of the phenomenal results which television has accomplished for us to date.
In all of my years of advertising, including the ten years I spent in the advertising business, I have never experienced the positive results that can be attributed to television advertising.
Thanks again for the marvelous cooperation, and with best wishes.
Sincerely,
MOORE'S
William S. Moore
WSM/jl
WHOLESALE DISTRIBUTORS

WLW-TELEVISION

WLW-D WLW-T WLW-C

4595 South Dixie Highway, Dayton 9, Ohio
140 West Ninth St., Cincinnati 2, Ohio
3165 Olentangey River Rd., Columbus 2, Ohio

For further information, contact any of these sales offices:

630 Fifth Avenue
New York 20, N. Y.

360 North Michigan
Chicago 1, Illinois

6381 Hollywood Blvd.
Hollywood 28, Calif.

CROSLEY BROADCASTING CORPORATION